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MARCH
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NUMBER 229 MARCH 1982

MAD

"Today, if a movie is rated "G", the hero gets the girl; if it's rated "R", the villain gets the girl; and if it's rated "X", everybody gets the girl!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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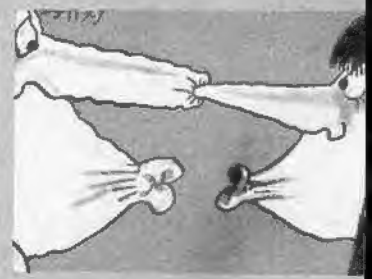

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LETTERS DEPT.

"ARBOR DAY" HORROR

I just finished reading "Arbor Day" in MAD #227 and I couldn't be more pleased! These shallow gore feasts have festered in darkened theatres too long. I'm glad someone of intelligence is pricking their blood-saturated balloon. The return of the maniac, the knives and chain saws, the sexy stupid girls, the dumb shock ending, you've captured it all, with Jack Davis rekindling the E.C. mood. Destined to be a classic, it's great writing. Thanks!

Kerry Lucarelli
Duluth, MN

Though I've been accused of editing the nation's most gore-drenched film magazine, I felt your "Ultimate Horror Movie" should have been rated "R"—for *repulsive!* Thanks to "Arbor Day" the movies we cover are starting to look good!

Bob Martin, Editor
"Fangoria" Magazine
New York, NY

Where is the nearest "Mom's Pizza Parlor"?!?

Steve Natkin
Jackson Heights, NY

The human pizzas in "Arbor Day" were sickening! Next time, use Alfred in them.

Todd Kelly
Toronto, CANADA

"ECCHCALIBER"

I thought Don Martin did an excellent job on "Don Martin's Version Of A Movie Of Ecchcaliber"! You should knight him!

John Silcock
Hudson, NY

In Mad #227 you had 17 swords all throughout the issue. How come?

Mark Keehn
Hillsboro, MO

We don't know what you're talking about.—Ed.

If I had the sword "Ecchcaliber," I'd use it on you!

Troy Rubright
Shoey, PA

Your head is probably pointy enough to do the job!—Ed.

"CAREERS FOR THE SLOW AND LAZY"

Being slow and lazy, I thoroughly enjoyed "MAD'S Careers For The Slow and Lazy". However, I think "Gas Station Attendant" deserved at least an honorable mention!

Richard Schilf
Glendale, CA

For the *really* slow and lazy, how about a dentist for Alfred E.?

Jim Bruce
Roseville, CA

...a magazine dealer that sells only MAD (yeech!) Magazine.

Greg Neale
Port Charlotte, FL

COVER CHARGES

Have you ever been so hungry that you would gladly eat the cover of MAD #227?

Larry Bogartz
Los Angeles, CA

You guys keep coming up with covers like the one on MAD #227 and you're going to run me out of business!

Mike Robertson
Robby's Pizza and Subs
Elmira, NY

WHY YOU CAN'T WIN WITH READING...

You're feeling lazy and stupid because you watch a lot of TV and movies, but you never read. So you start reading the newspaper.

HOWEVER...you find the paper to be nothing more than a written form of the evening news you watch daily. So you switch to books.

HOWEVER... you've already seen the movies based on the majority of books you read, so you find the books boring. So you switch to MAD Magazine.

HOWEVER... you find it hard to believe that TV and movies are really as bad as MAD makes them out to be, so you start watching them to find out.

HOWEVER...you're soon back in the same old routine of watching a lot of TV and movies, but never reading, and feeling lazy and stupid about it. (Which is right where you began...)

Katie Smith
Yuma, AZ

"MAGNUMB P.U."

I thought your version of "Magnum P.I." was very funny, just like the series.

Tom Salvador
Somewhere, USA

Hmmm... no one was credited for writing "Magnum P.U.". This means, of course, that no hate mail will reach the guy's desk, *plus* he retains his self-respect and dignity since nobody can castigate him for creating such drivel. I guess MAD is giving out Christmas bonuses early this year!

Marty Aaronson
Houston, TX

How come you forgot to mention the writer of "Magnum P.U."? Am I correct in assuming it was my favorite writer, Lou Silverstone? Had to be. It was definitely his style and really funny!

Mike Stanley
Westfield, NJ

Right you are! Lou wrote the script while Mort Drucker did the art. Both men, however, would probably deny any involvement in the mess.—Ed.

PUTTING THEM ON—THE MAP!

As a member of the Board of Directors of the Venice Chamber of Commerce, I have been authorized and directed to compliment you on your fine Winter Edition and the valuable and useful MAD Map of the U.S.A. We were particularly delighted at the inclusion of Venice, California on the derailed map of Los Angeles. The nearby Marina Del Rey is equally delighted they were not included.

Richard J. Stall Jr.
Los Angeles, CA

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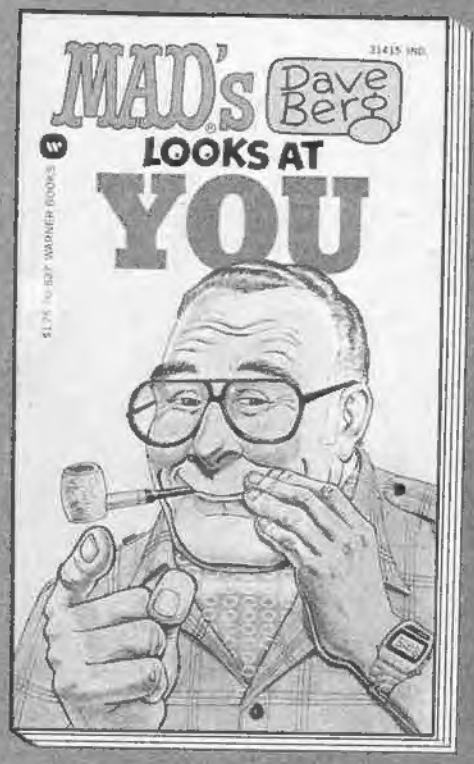

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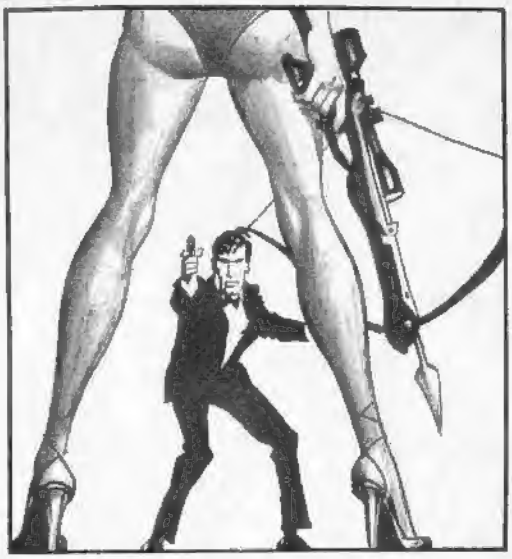
Why do millions of movie-goers flock to see all the "James Bomb" films? Is it the jazzy cars...? The spectacular stunts...? The master villains ...? Could be, but we doubt it! We think it's the promise of SEX...implied by provocative "Movie Posters" like this one:



Yep, film fans rushed like crazy down to their local movie houses to see this latest James Bomb epic—

FOR THI

This is the **12th "James Bomb—007"** movie, **isn't** it?

That is **cor-rect!**

What does **THIS** one have?

Girls, car chases, ski chases, action, stunts, underwater battles and **lush production** values!

But we've **SEEN** all that **before!!** That formula's dying a **slow death!!**

Then we've certainly **opened** in the **right LOCATION** for it, haven't we...?!

Why did you **leave me** to **face the world?!** It's not the **same** without you! Let's **face** it ...next to **YOU,** I'm... **NOTHING!**

I didn't **realize** James Bomb missed his **wife** that much!!

THAT'S not his **wife!** He's mourning the loss of the **ORIGINAL 007!!**

What's **THAT** he's placing on the **grave?**

A **martini ...shaken ... not stirred!**

Mr. Bomb, there's a **helicopter** waiting to take you on this film's **first larger-than-life adventure!**

Are you **sure?**

In **this** outfit, would I lie?!

R.I.P.

TAXES

OWEN MOORE GONE AWAY OWIN' MORE THAN HE COULD PAY

JOHN PRYOR 1791 - 1847 HE CALLED BILL SMITH A LIAR.

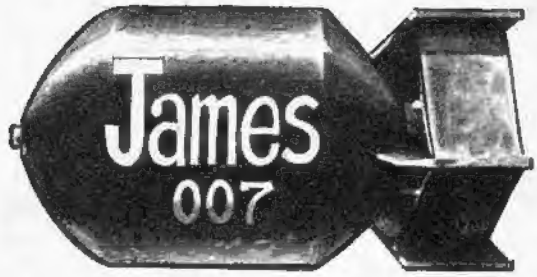
IN LOVING MEMORY SEAN CONNERY THE FIRST AND BEST JAMES BOMB 1962-1966 BELOVED ACTOR NOW APPEARING IN "OUTLAND"

WHITE COLLAR WORKER

TALES FROM THE CRYPT — VALLEY OF HORROR — PANIC

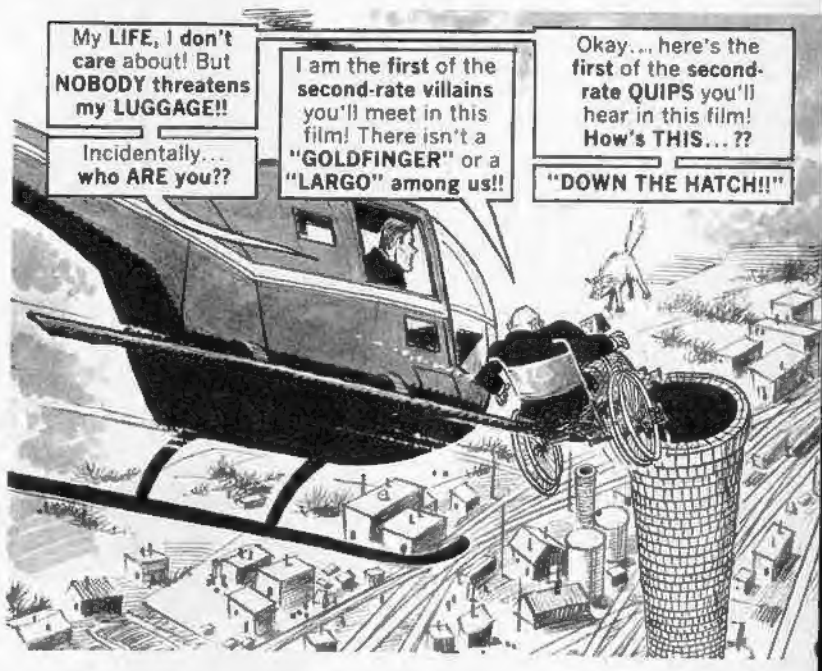
SPY

HER GHS ONLY



ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN

Good afternoon, Mr. Bomb! Welcome to "Remote Control Airways"! You are about to lose your luggage and your life! But not necessarily in that order!... heh-heh!


My LIFE, I don't care about! But NOBODY threatens my LUGGAGE!!
Incidentally... who ARE you??
I am the first of the second-rate villains you'll meet in this film! There isn't a "GOLDFINGER" or a "LARGO" among us!!
Okay... here's the first of the second-rate QUIPS you'll hear in this film! How's THIS...??
"DOWN THE HATCH!!"

Double-O-Seven... I want to talk to you about a British wreck!
You mean Miss Penny-money!! Perhaps a good plastic surgeon. Sir! They're doing wonderful things with silicone these days!
Not THAT wreck!! Last week, our spy ship was sunk in the Ionian Sea! She was ATAC equipped! Are you aware of our ATAC system, Bomb...?
ATAC?! That's the computer with the uncanny ability to launch BOTH ballistic missiles AND unbelievable movie premises!!

That's **right!** So... let's launch **THIS one,** Bomb!

Our ship was sunk off the **Albanian coast!** The computer **cannot** fall into **enemy hands** so we asked **Sir Nigel Halibut,** the **Marine Biologist,** to **locate** the **wreck** for us!

But **he** and his **wife** were **killed** by a Cuban hit-man, **Heckler Zongales!**

Zongales was **identified** by **Marlina,** Halibut's beautifully-built **daughter!**

Your job is to **isolate** Zongales! Do you **BUY** this **premise,** Bomb?

For a **million bucks** plus a **percentage** of the **gross...** which is what I'm **getting** for this film... I'd buy **Santa Claus kidnapping Barbara Walters** as a premise!

Good! Right now, Zongales is in **Spain...** in a villa filled with **treacherous foreign types!** So, **go to work!** Everything you need to **know** is in this **file...**

OPERATION PANTYHOSE

FOR HER THIGHS ONLY

Well, as far as I can **see, three things** are **obvious** here... !!

One... the guy who's flashing all the **money** is **Zongales!**

Two... the guy he's flashing it **TO** is even **MORE evil** than **HE is!!**

And **three...** with all those **half-naked GIRLS** flashing what **THEY'RE** flashing, nobody **CARES** about the **other two!!**

BEWARE OF POOL SHARKS

BASTE EVERY TWO HOURS

That **ARROW** saved my **life!!** Who... who **ARE** you...?! And **please,** don't tell me, **"Cupid"!**

We **can't talk HERE!!** Not **NOW!!** Not like **THIS!!**

You're **right!!** Let's go someplace where we **can** chat comfortably!

Much better! Now let's be **casual** and **witty** while being chased by **goons** at **180 m.p.h.!**

Incidentally, I'm **not used** to cars like this! **Mine** are usually equipped with **ejector seats** and **rocket-firing headlights!**

Absolutely **nothing** in **this** car is **equipped!**

Can you **look me** in the **eye** and **honestly tell me** that **NOTHING** in this car is **equipped?**

Okay! It **IS equipped!!** But I'll be **honest!** I'm **NOT** looking you in the **eye!**

Now... **who ARE you?!?**

I am **Marlina!** Zongales killed my **parents!** I am **Greek!** My **hobbies** are: **"Revenge," "Archery,"** and **"Cutting In When Two Greek Men Are Dancing Together"!**

You **are,** of course, **incredible looking!!** But, **once again,** the Producers have **saddled me** with a **leading lady** whose **acting ability** ranges somewhere between **Eric Estrada** and a **gravy ladle!!**

GLASS

All right, Double-O-Seven... **describe** the **villain** you **saw** with **Zongales**, and **we'll** create a **composite portrait** of him on this fabulously expensive and complicated **"Place The Face" electronic computer!**

Let's see! Male... Caucasian ...late thirties!

Shape of face?

Oval!

Hair?

Light brown! Wavy!

Lips...?

Full, and soft, and sensuous!

Eyes...?

Blue, like two limpid pools...!

Easy, Bomb! You're getting **carried away!!**

I can't help it! We're 30 minutes into the film... and I haven't had a **decent sex scene** yet!

Ahh! **Here's** our man! Take a look!

PLACE THE FACE

EMILE LOXX

INTERNATIONAL TERRORIST AND ENFORCER IN BELGIUM UNDERWORLD. CONVICTED OF SEVERAL MURDERS. ARRESTED, 1974, FOR HIJACKING, DOPE PEDDLING AND KIDNAPPING NORWAY. ARRESTED, 1977, HOLLAND, FOR FONDLING MOVING WINDMILLS. HAD A DIFFICULT CHILDHOOD. HE PERFORMED IN SCHOOL PLAY, "PAINT YOUR WAGON," AND REFUSED TO CALL THE WIND "MARIA." PRESENTLY BELIEVED TO BE IN CORTINA.

Cortina?! That's in **Northern Italy!** Get there as soon as possible, Double-O-Seven!

I'll try to be there by the **next panel...!!**

Welcome to the **Italian Alps,** Mr. Bomb! I am **Ari Krispytoast!** Do you **like** our **beautiful scenery?**

Yes! **Especially** the scenery practicing her **"triple spins"!**

Ah, my **protégé, Bippy,** a World Class Figure Skater!

And that is her Coach and Watchdog, **Vilma Crank,** herself a **former Olympic champion!**

Oh...? And **what** was her **EVENT?**

The **Women's 400 Meter SCOWL!**

Are you **sure?!?**

About the **"SCOWL"** part...?

No... about the **"WOMEN'S"** part!!

Would you escort me to the **"Biathalon"** this afternoon, Mr. Bomb? *giggle-giggle!*

I'd be **delighted!** By the way, I'm **curious!** Tell me... exactly what is **YOUR event?**

NOW I KNOW what your event is!

Mmm! How **WAS** I?

Why don't we ask the **Olympic Judges?!?**

What does my score **mean...?**

It means you were a **bit better** than **Brett Yecklund** in **"The Man With The Golden Gum"**—but **not quite** as **good** as **Ursula Undress** in **"Doctor No-No"!**

8.4

8.9

8.6

7.0

BETTER BED THAN READ

Oh... that's **Eric Koppler** ...the German Champion!

Why is he so **angry** and **bitter?**

He was **too young** for the **Nazi Army,** and **too old** for **"The Sound Of Music"!**

The **bad guys** are **after** me! It's time to show them James Bomb's **best stuff!**

You mean some **GREAT NEW STUNTS?**

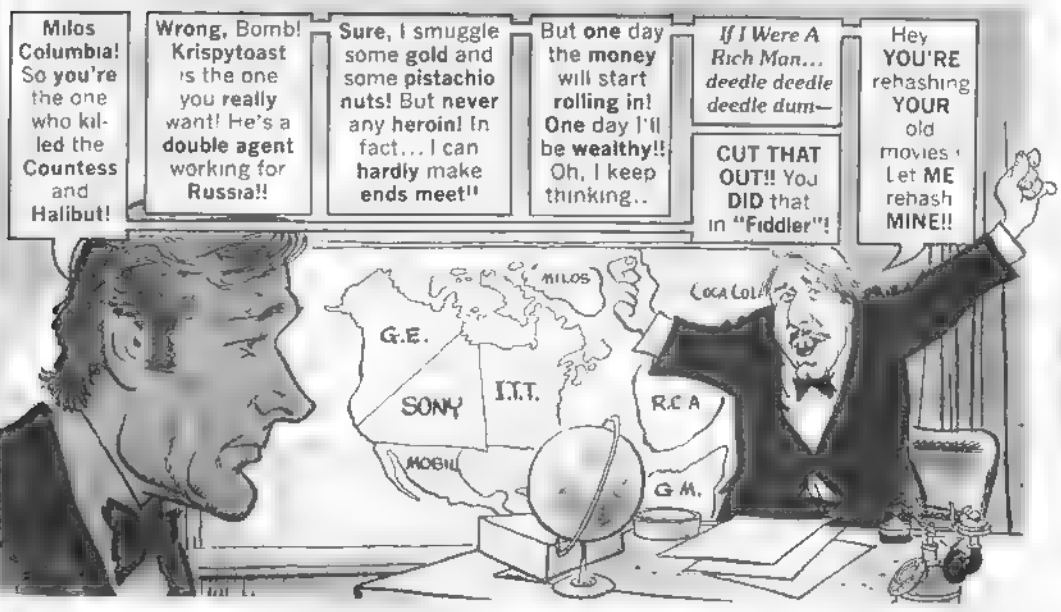
What NEW?! The **BEST** Bomb stuff is the **OLD** Bomb stuff! So here we go with **Nostalgia Theater...**

POW!

RRRR

CRACK!

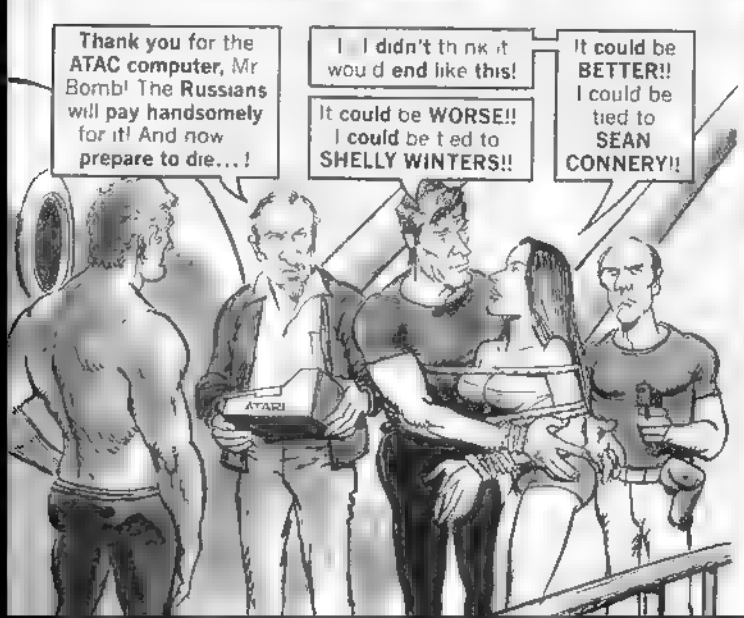
Here's the spectacular "Ski Chase Scene" from "The Spy Who Shoved Me"!
And here's the "Toboggan Scene" from "On Her Majesty's Secret Surface"!
149
And here's the great cliff-hanger "Truck Chase Scene" from—
Hold it! HOLD IT!! THIS scene isn't from YOUR movie!!
Oh, darn it! And I was having so much FUN with it, too!
DON'T BRAKE
It's Felafal; my contact here in Cortina! What a horrible way to die! Some evil villain painted his body GOLD... and he TARNISHED to death!!
This man was strangled, Bomb! You must be hallucinating!!
No... just wishful thinking! I figure as long as we're stealing bits from old Bomb films, why not steal from the greatest of them all... "Goldfinger"!
I get so confused! Where are we?
On the Greek island of Snafu!
No, I mean story-wise! What's the scoop on Emile Loxx?
Loxx is working for Columbia!
Columbia...?
Milos Columbia! He's into drugs, smuggling, white slavery and making his enemies' heads into Feta Cheese!
Where IS this Columbia...?
At the next table... with that BLONDE! You'll have to get to HIM through HER!
—sigh—
It's really tough being a Super Hero!!
Countess ...may I take you home?
I'd love it, but you go first!
Why?
Age before beauty!
Don't confuse me! I've got BOTH!!
BETTER WED THAN BED
You're really NOT a Countess, are you?
How'd you guess, James...?
Your accent is slipping further than your gown!
BETTER SHED THAN DEAD
Quick! Now that we've had sex together ...and they've shot you... and you're dying... tell me what you REALLY are!
What would you LIKE me to be?
Anything... except a "female impersonator"!
HAMBURGERS

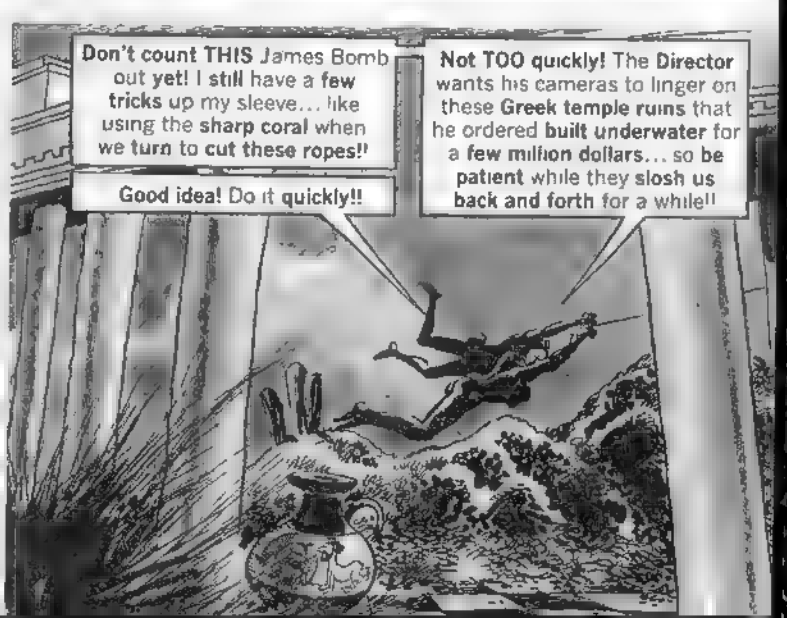

Milos Columbia! So you're the one who killed the Countess and Halibut!
Wrong, Bomb! Krispytoast is the one you really want! He's a double agent working for Russia!!
Sure, I smuggle some gold and some pistachio nuts! But never any heroin! In fact... I can hardly make ends meet!!
But one day the money will start rolling in! One day I'll be wealthy!! Oh, I keep thinking..
If I Were A Rich Man... deedle deedle deedle dum—
CUT THAT OUT!! You DID that in "Fiddler"!
Hey YOU'RE rehashing YOUR old movies! Let ME rehash MINE!!
MILOS
Coca Cola
G.E.
SONY
I.T.T.
R.C.A.
MOBIL
G.M.

There goes ANOTHER one! What a WASTE!! In a few more scenes we'll have none left!
But CARS are cheap! We can buy PLENTY!!
CARS?! I'm not worried about CARS!! It's VILLAINS! We're running out of VILLAINS!

and so that's the story, Marlina! It was Krispytoast who had your parents killed! I've knocked off Loxx and Columbia is on OUR side! I just thought I'd come down 600 fathoms to update you!
And now that we've recovered the ATAC computer... we're home free...!
Not exactly! There IS one problem left that I'd like to solve...!
And that is??
A way to do this underwater scene so it won't look too much like "Underball"!

Oh-oh! I don't think it's working...!!

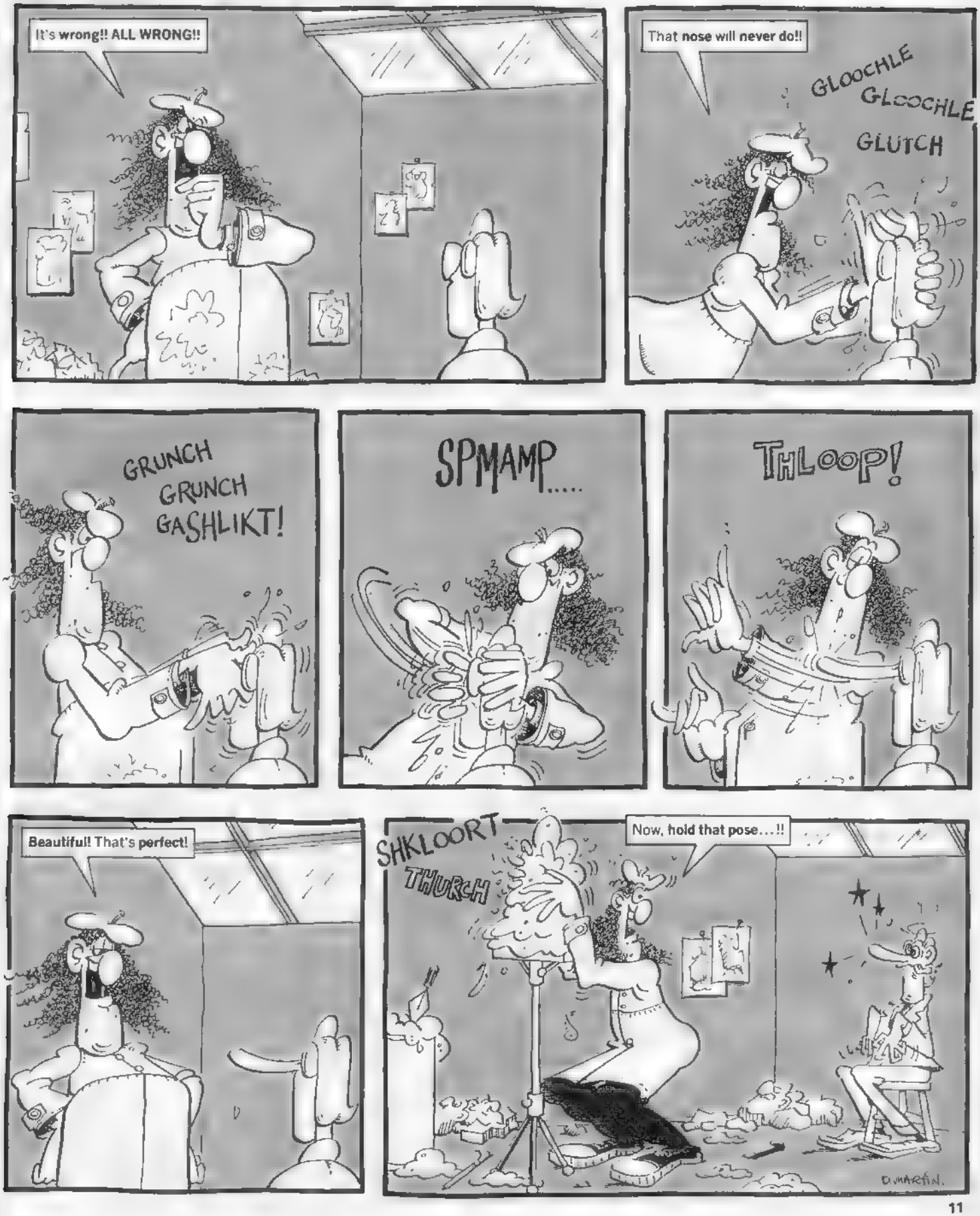

Thank you for the ATAC computer, Mr Bomb! The Russians will pay handsomely for it! And now prepare to die...!
I... I didn't think it would end like this!
It could be WORSE!! I could be tied to SHELLY WINTERS!!
It could be BETTER!! I could be tied to SEAN CONNERY!!
ATARI


Don't count THIS James Bomb out yet! I still have a few tricks up my sleeve... like using the sharp coral when we turn to cut these ropes!!
Good idea! Do it quickly!!
Not TOO quickly! The Director wants his cameras to linger on these Greek temple ruins that he ordered built underwater for a few million dollars... so be patient while they slosh us back and forth for a while!!

We're alive, but we never find Krispy toast now!!
He's gone ...and the ATAC's gone with him... probably to Moscow or Havana!
ATAC to St Tsuris! ATAC to St. Tsuris Squawk!
Amazing!!
What?!? That a parrot can talk and give plot information?
No, that a parrot can deliver his lines with more soul, feeling and talent than YOU CAN!!
BETTER FED
Well... there it is... the Monastery of St. Tsuris!!
Krispytoast is holed up in the Monastery with the ATAC!
James Bomb will lead the way for us! If ANYBODY can scale a mountain, HE can!
Where IS he, anyway?
THERE's Bomb... up there... between a rock and a hard place!
Bomb... are you okay?!? How's your footing?
Don't worry! My footing's as stable as the British Pound!!
GET OUT THE SAFETY NETS!
GET OUT THE SAFETY NETS!
BETTER THREAD THAN STEAD
So, Russian General, your Ionian Agent is dead... and it comes down to YOU and ME! Russia vs. England!! East vs. West! Fat vs. Damn Good-Looking!
It's not YOU we're after... it's the COMPUTER we want!!
Well, I've decided that neither Russia NOR England shall have it! So .. I'm tossing it to them!
Them?! Who's THEM?!
Those people down there! The GYPSIES! I figure if someone is going to destroy the world, at least there'll be singing and dancing first!!
CCCP
BETTER DEAD!
Well this movie is ending like all my other movies have ended... with me in bed with a beautiful girl!
Tell me, James, what's your secret? You're an actor in his fifties! How do you manage to climb mountains, ski dangerous slopes, battle thugs underwater, have enough sexual encounters to give a 20-year-old a coronary, and never look mussed?!?
Simple! When I'm working on a movie, I exercise, I watch my diet, and most of all... I take THESE a few times a day... !!
.. STUNTMEN!!!
SKI STUNT TEAM
ORIGINAL CAST
UNDERWATER STUNT TEAM
SEX STUNT TEAM

DON MARTIN DEPT. PART I

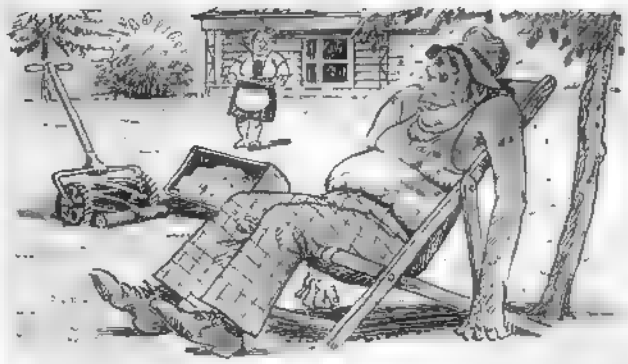
ONE DAY IN A SCULPTOR'S STUDIO



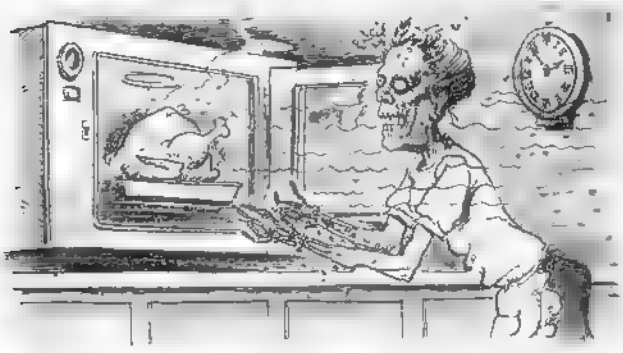
According to Webster, "progress" means "...a forward movement, and a gradual betterment." Well, we think it's time to take another look at how far we've

A MAD REPORT

Once upon a time, people did their baking and roasting in a gas or electric oven. They had to pay close attention, or whatever they were making would be burned or undercooked.

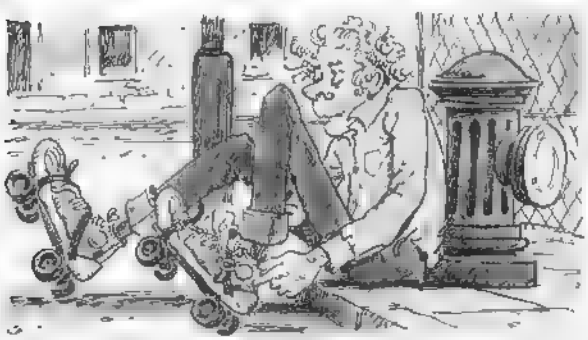


In the old days, when you had to cut the grass, you used a lawn mower that you had to push around. That's right! It had no motor! It was propelled by muscle power! Yours!

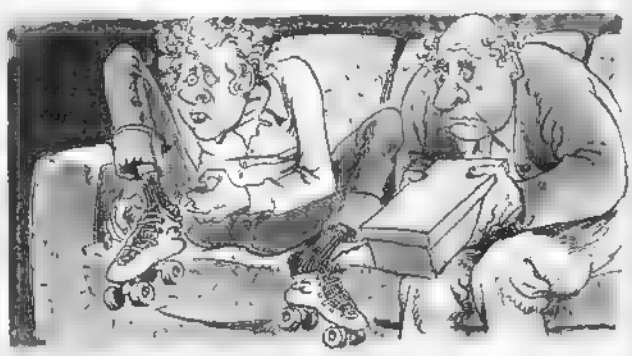


Today, we have the microwave oven. Everything is programmed. Nothing is left to chance. Whatever you're making is done to perfection. Nothing is burned, unless you happen to be exposed to the rays that a microwave oven gives off.

The modern lawn mower is powered by a gasoline engine. It cuts the grass with practically no effort at all! And it's a good thing, too! Because by the time you get the damned thing started you're too exhausted to push a mower around.



Remember when roller skates were adjustable, and one size fit forever, no matter how big your feet got? They were a bother, though. Like, you always had to have a skate key to fasten them to your shoes every time you went skating!



Today, skates come with the shoes attached, they fit perfectly, and you don't need a skate key. But they cost a bit more. About 100 bucks more! And if your feet should happen to grow, they won't fit and you'll need a new pair.

moved ahead, and how much better things are. Yep, this is the third article we've done like this, which shows you how much progress *we've* made! Here is

ON PROGRESS

ARTIST: HARRY NORTH WRITER: LOU SILVERSTONE

In the good old days, soda used to come in glass deposit bottles that were used over and over again. But when you finished the soda, you had to take the empty bottle back to the store to get your deposit, which was a real drag.

Today, soda comes in handy throw-away bottles. No deposit to worry about! No schlepping empties to the store. Just drink the soda and throw away the bottle. Of course, the landscape gets a bit messy, but look at the time saved!

Old style jeans were comfortable, but they were shapeless, baggy things that always looked like you'd slept in them.

In the old days, people didn't go out much! They stayed home and watched rotten movies on television for free!

Today, we have "designer" jeans. They're skin-tight, they don't wrinkle and they look great. Unfortunately, they're uncomfortable to walk in, and impossible to sit down in! But you look fantastic in them if you just stand around!

Today, we have Cable TV. Which means you no longer sit home and watch rotten movies on television for free! Now, when you sit home, watching rotten movies on TV, you have to pay for them! And that, gang, is PROGRESS!

THUGS PLUGS DEPT.

How do you let potential buyers know about your product or service? You advertise, that's how! But there are some people who can't advertise their products or ser-

IF THE UNDERW WERE ALLOWED

ARTIST: JACK RICKARD

vices . . . namely crooks, mobsters and other creeps who operate outside the law! So let's take a look (and this is how MAD creates a premise) at what we'd have . . .

ORLD ...AND OTHER ILLEGAL KINDS OF OPERATIONS

TO ADVERTISE

WRITER: FRANK JACOBS

10 REASONS
WHY YOU SHOULD LET

J. & R. BILK

HANDLE YOUR TAX RETURN

1. We create deductions which are impossible to trace.
2. We jam I.R.S. computers with a lot of bewildering data.
3. We threaten anyone who questions your return.
4. We bribe shamelessly.
5. We furnish receipts for our services 12 times what you actually pay and completely deductible.
6. We provide up to 9 children whom you can claim as exemptions.
7. We supply iron-clad proof that you are incapable of making a living.
8. We are adept at doubletalk.
9. We furnish evidence that your business is actually a non-profit organization.
10. If all else fails, we furnish you with a new identity in a foreign country.

J. & R. BILK
Efficient, Dependable, Devious

**Are Bills Piling Up . . .
And Getting You Down?**

**You Can Pay Them All
With MONEY From MANNY!**

Just imagine yourself debt-free! Without any red tape. Without any nosy bankers. Without putting up your car or house as collateral. How?

MONEY FROM MANNY!

Manny doesn't make you sign long, complex loan forms. Manny doesn't check credit ratings. Manny doesn't know from Federal Lending Laws. Manny KNOWS you'll pay him back . . . because Manny's only collateral is YOU! And you can bet your LIFE on that!

MANNY'S
ONE-STOP
LOAN SHARKING SERVICE
A Member Of The Mafia Group

WHEN YOU'RE BUYING A HOT CAR

COMPARE

WALLY'S STEAL-A-CAR

WITH ALL THE OTHERS!!

	Wally's	Chicago Louie	Pete's Discount	Hot Harry	Thrifty Heist
Choice of Make & Model	YES	NO	NO	NO	NO
Forged Registration	YES	NO	YES	NO	YES
Untraceable Plates	YES	YES	NO	NO	NO
New Paint Job	YES	NO	YES	YES	NO
Driven Less Than 10,000 Miles	YES	NO	NO	NO	NO
Respectable First Owner	YES	NO	NO	NO	NO
AM-FM Radio	YES	YES	NO	YES	NO

Ten Thousand Satisfied Customers Can't Be Wrong!

Why Is Wally Number One? Because He Steals Only The Best And Passes Up The Rest!

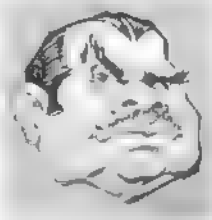
If you've got the CASH . . .

Wally's Steal-A-Car has got the DEAL!

Some Lawyers Offer Promises

MURRAY THE MOUTHPIECE GETS RESULTS!

Charge: Assault and Armed Robbery for hijacking a 197-car freight train across state lines.
Verdict: Suspended sentence for disorderly conduct.
Lawyer: Murray the Mouthpiece.



Tailpipe Izzie

Charge: 1st-Degree Murder for wiping out a family of four.
Verdict: $50 fine for loitering.
Lawyer: Murray the Mouthpiece.

Rocco the Gimp

Charge: Manslaughter for clubbing a crippled newsdealer after guning him down in a stolen car.
Verdict: Loss of driver's license for one year.
Lawyer: Murray the Mouthpiece.

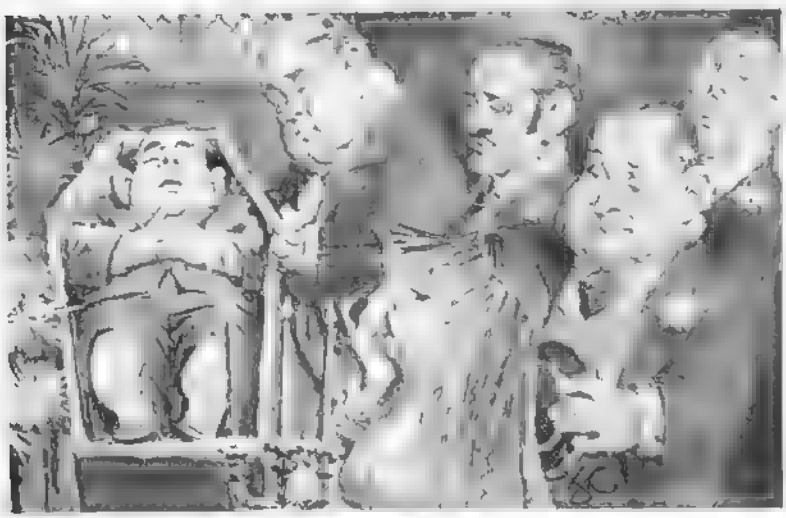
Weasel Wally

When There's A Loophole In The Law, MURRAY FINDS IT!

MURRAY

The Mouthpiece Crooks Get Off On

Tired of Arguing With Your Business Partner?



Rudy's Removals Can Help You

BE YOUR OWN BOSS!

Sometimes, one business isn't big enough for two partners. When this happens, it's time to call in Rudy's Removals. Quietly, discreetly, efficiently, we solve your problem by removing the source—your partner. This leaves you free to run things your way and double your share of the business profits.

Isn't It Time That You Took A Shot With Rudy?

Ask About Our Low-Cost Corporate Package Deal, In Which We Remove An Entire Board Of Directors!

RUDY'S REMOVALS

"The Businessman's Best Friend"
Estimates Cheerfully Given

THE ADVENTURES OF ARTIE

SORRY, ARTIE, YOU DON'T HAVE ENOUGH EXPERIENCE! WE'VE HIRED SOMEONE ELSE!
GOLLY, GLORIA, NOBODY'LL HIRE ME WITHOUT EXPERIENCE! WHAT AM I GONNA DO?
WHY NOT TRY THE MAFIA? I HEAR THEY'VE GOT A SWELL TRAINING PROGRAM!
THE MAFIA, HUH? WHAT HAVE I GOT TO LOSE?
I'D LIKE TO JOIN UP, BUT I DON'T HAVE ANY EXPERIENCE!
NO SWEAT, ARTIE! HERE IN THE MAFIA YOU EARN WHILE YOU LEARN! LOANSHARKING, NUMBERS, ENFORCEMENT--YOU CHOOSE YOUR SPECIALTY!
ARTIE, THIS IS BIG PHIL! HE'LL SHOW YOU THE ROPES!
DIS ROPE IS FOR STRANGLIN'! LIKE I'M DOIN' WITH SAMMY THE SQUEALER HERE!
GEE, IT'S GREAT LEARNING FROM A REAL PRO!
NEXT WEEK
DON CARLO! THERE'S AN EXTRA HUNDRED IN MY PAY ENVELOPE!
THAT'S A BONUS FOR LAST FRIDAY'S SHAKEDOWN! YOU BREAK ARMS GOOD, KID!
3 MONTHS LATER
GOOD NEWS, ARTIE! BIG PHIL WAS JUST RUBBED OUT IN A GANG WAR! I'M PROMOTING YOU TO ASSISTANT CAPO!
GOLLY, A GUY REALLY MOVES UP FAST IN THE MAFIA!
JUST LOOK AT YOU, ARTIE! NEW CLOTHES, NEW CAR, A BIG PINKIE RING! YOU'RE A SUCCESS!
THANKS TO YOU, GLORIA... AND THE MAFIA!
GONOF
AND YOU CAN BE JUST AS SUCCESSFUL AS ME! FOR A PIECE OF THE ACTION, JOIN THE MAFIA! IT'S MORE THAN JUST A CAREER!
JACK RICKARD

UNDERWORLD CLASSIFIED

Help Wanted

Experienced fence needed to help dispose of 850 cases of Pampers, hijacked from truck mistakenly thought to contain Sony TVs Box B89.

Situations Wanted

Willie Spumoni, alias Willie the Wart, now at liberty following parole from San Quentin and looking for special position with potential, would like to join respected, established family as pusher. Box F13

Gun-moll, bleached hair, gum-chewing, appropriately cheap-looking, looking to hang out with flashily dressed mobster in hide-out of his own choosing. Box C45

Aging mobster, too old for such strenuous jobs as enforcer and contract specialist, looking for position with West Coast gang as senile goat or groveling bootlicker Box A31

Personals

Criminal Court Judge Waldo P Culpepper, having been returned to office for a second six-year term is once more available for bribes, gifts and other favors. No personal checks please

Augie the Shiv having left my family on his own volition I am no longer responsible for his debts, obligations or his ability to walk. After my boys get through with him Don Vito Minestrone

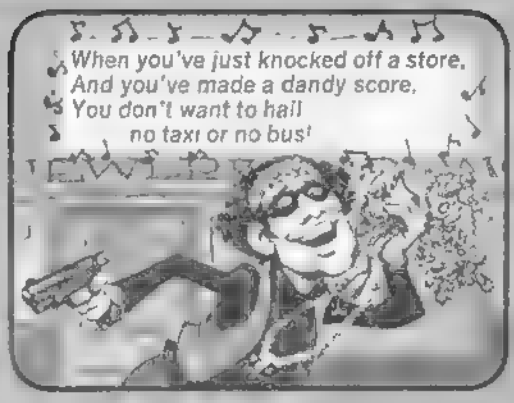
Have you made YOUR contribution to the Old Mobsters Home?

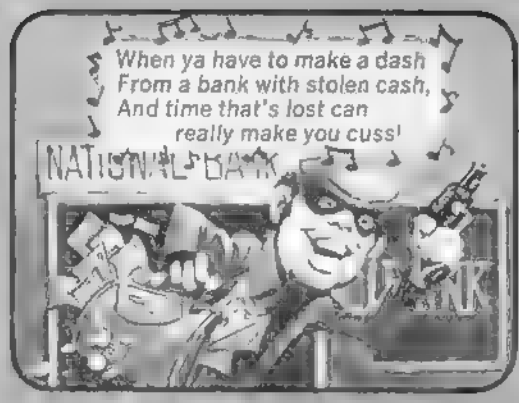
Propositions

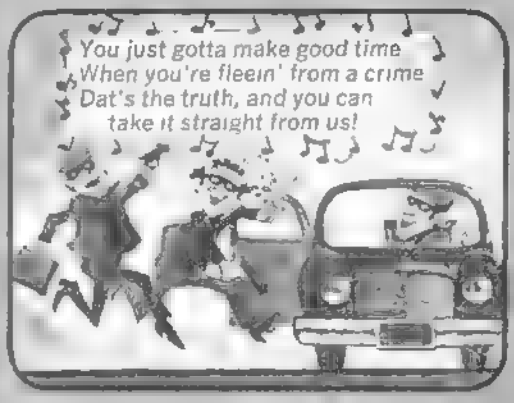
Mob boss will trade two drivers and one lookout even up for one left handed hitman and a 3rd-round draft choice. Box Z76

Lost and Found

Lost Brass knuckles, around 10 p.m. July 3, in vicinity of crumpled body of Herbert "Rat" Muncrief on Pier 53 Sentimental Value. Reward Box D44

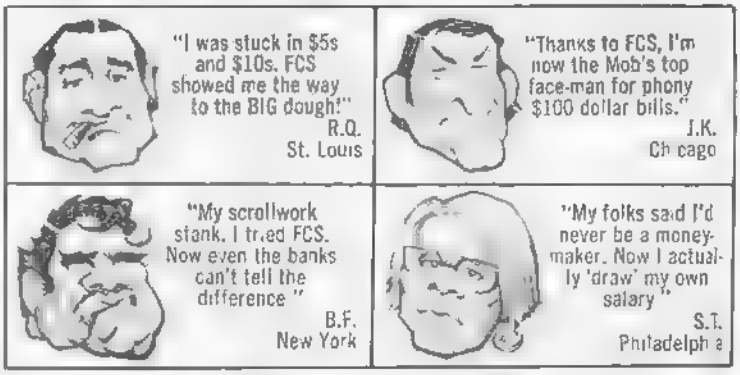






We're Looking For People Who Like To Draw

If you can turn out a perfect copy of this famous portrait of Abraham Lincoln, you're on your way to a "money-making" career in the exciting world of big-time counterfeiting!


"I was stuck in $5s and $10s. FCS showed me the way to the BIG dough!"
R.Q.
St. Louis
"Thanks to FCS, I'm now the Mob's top face-man for phony $100 dollar bills."
J.K.
Chicago
"My scrollwork stank. I tried FCS. Now even the banks can't tell the difference."
B.F.
New York
"My folks said I'd never be a money-maker. Now I actually 'draw' my own salary."
S.T.
Philadelphia

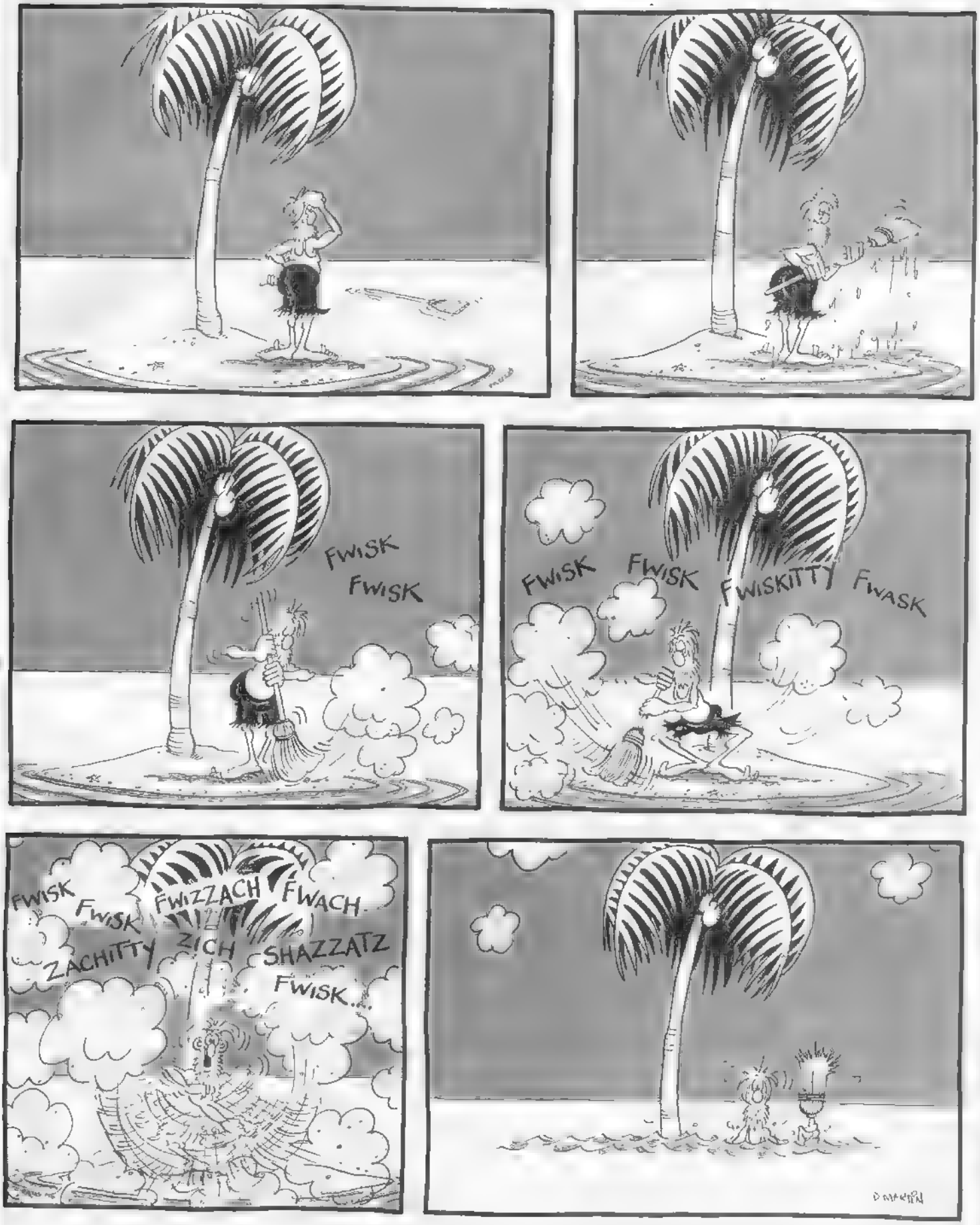
THE FAMOUS COUNTERFEITERS SCHOOL

Westport, Connecticut

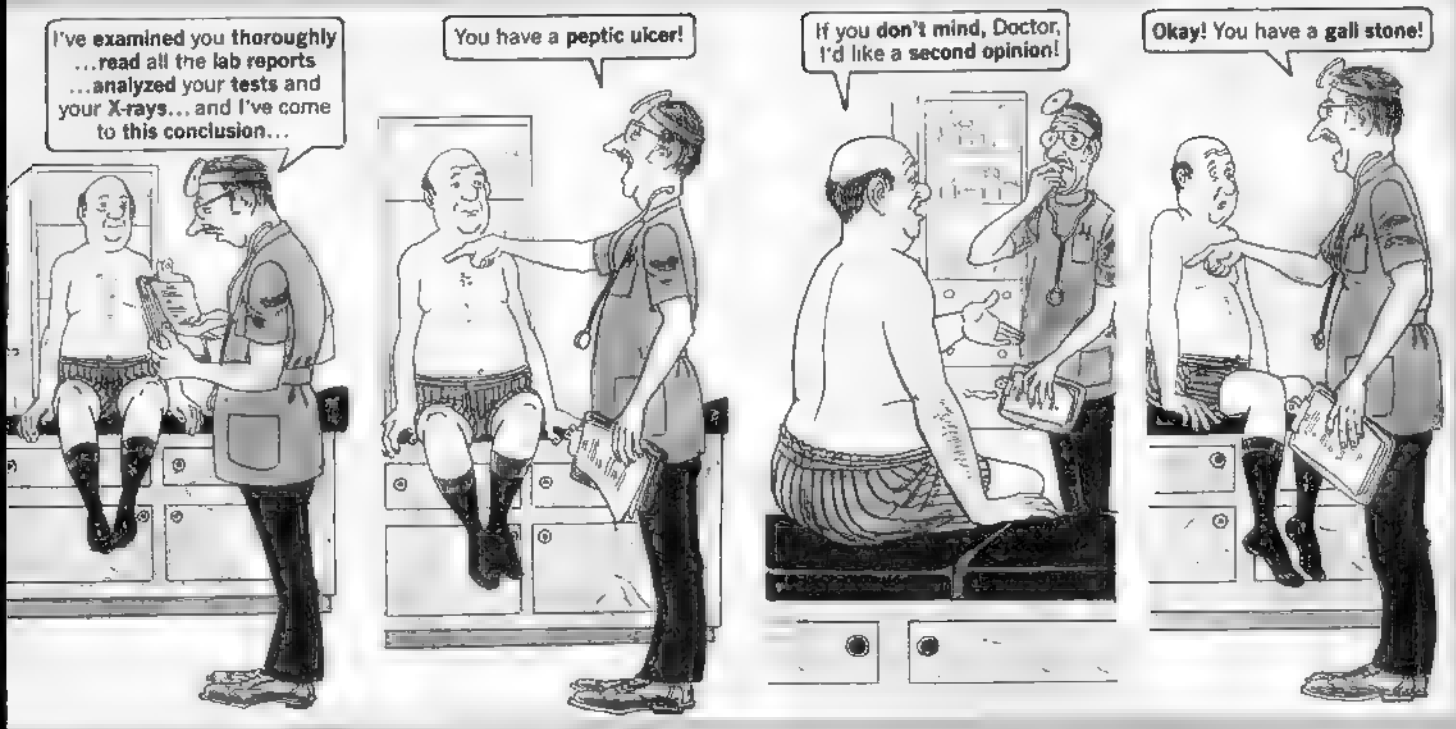
"Those Who Make MONEY Make MONEY"

Ask about our advanced courses in bonds, stocks and Treasury bills!

ONE DAY ON A TINY DESERT ISLAND



DOCTORS


I've examined you thoroughly ...read all the lab reports ...analyzed your tests and your X-rays... and I've come to this conclusion...
You have a peptic ulcer!
If you don't mind, Doctor, I'd like a second opinion!
Okay! You have a gall stone!

BERG's-EYE VIEW DEPT.

THE LIGHTE

AUTOMOBILES

I'm interested in a car that will give me good service!
I've got just the thing for you! This model is very economical! It will do 25 in the city, and 35 on the highway!
It's the best-selling car on the market!!
In fact, we sell them faster than we can recall them!

I was so frightened about all the muggings, I decided to do something about it! So I bought myself a tear gas spray can for protection!
Sure enough, a short time later, I was attacked by a mugger!!
Oh, my goodness! What happened?
He grabbed my purse!!
Did you use the tear gas on him?
I couldn't! It was in my purse!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

THE PAST

Daddy!! I was rummaging through an old trunk in the attic, and I found a priceless treasure!!
Don't tell me you came across a valuable old coin?!?
Better than that!!
It's something that's gonna make my life a lot easier from now on!
Tell me what...? WHAT?!?
A batch of your old report cards!!

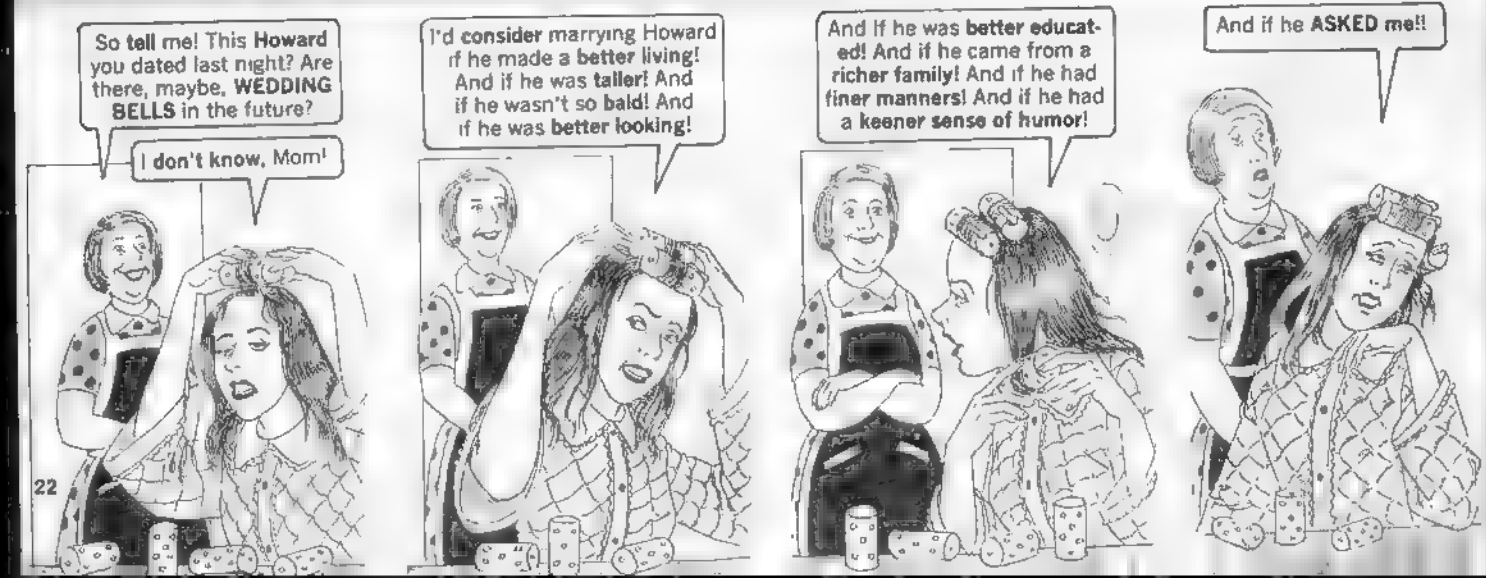
SHOPPING

Can I help you Sir?
You sure can! It's my Wife's birthday, and I haven't the slightest idea of what to get her!
Well... we have just the thing! It's a black silk nighty, fringed in lace, with a matching dressing gown! It's very sexy, and you'll love her in it!!
In that case, I'll take it!
Here you are, Sir, all gift-wrapped for your lucky lady! And here's your sales slip! Be sure not to lose that!!
She'll NEED it when she comes back for an exchange!

EATING

KIDS

MARRIAGE


So tell me! This Howard you dated last night? Are there, maybe, WEDDING BELLS in the future?
I don't know, Mom!
I'd consider marrying Howard if he made a better living! And if he was taller! And if he wasn't so bald! And if he was better looking!
And if he was better educated! And if he came from a richer family! And if he had finer manners! And if he had a keener sense of humor!
And if he ASKED me!!

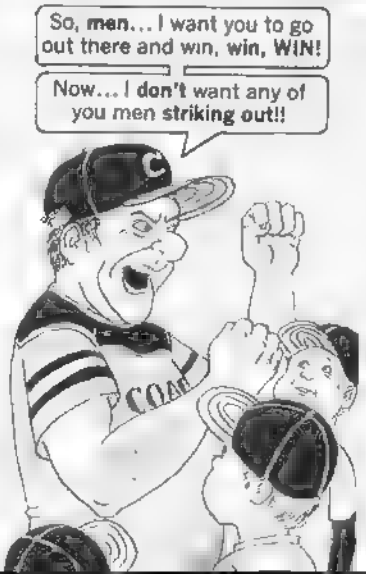
COMMUNICATING

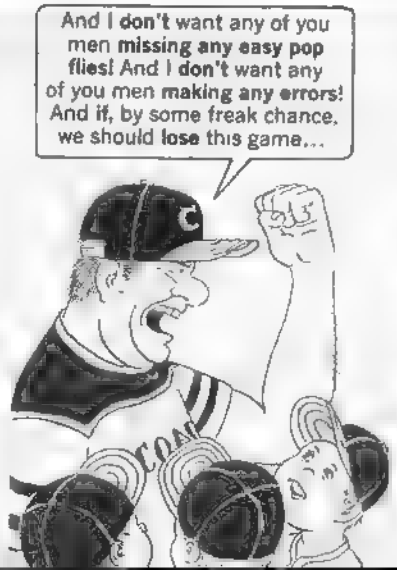
People never confide in me! And I don't know why! On the other hand, people are always telling you their troubles! What is it about you... ??

MESSAGES

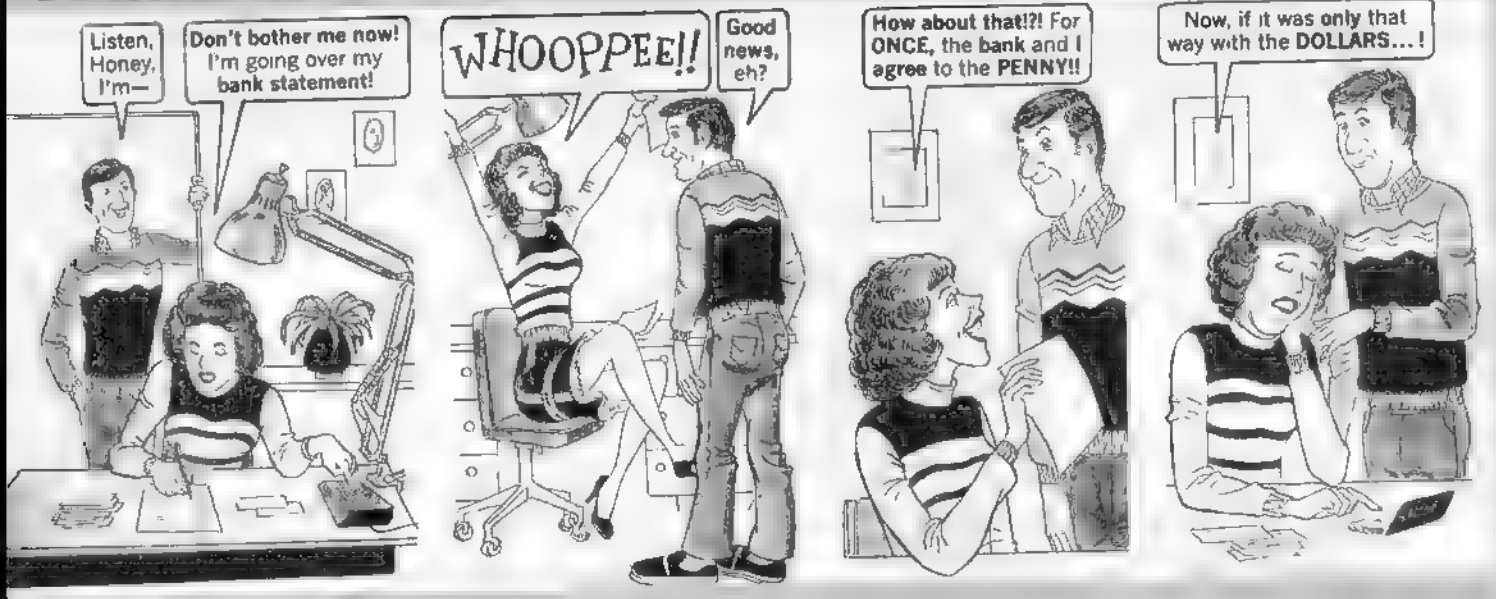
Hey, look! Our neighbor who owns that French "Le Car" auto has a flat tire! We'd better tell him...!
We haven't the time! I'll leave a note!

SPORTS




And I don't want any of you men missing any easy pop flies! And I don't want any of you men making any errors! And if, by some freak chance, we should lose this game...

FINANCES


Listen, Honey, I'm—
Don't bother me now! I'm going over my bank statement!
WHOOPPEE!!
Good news, eh?
How about that!?! For ONCE, the bank and I agree to the PENNY!!
Now, if it was only that way with the DOLLARS...!

TRANSPORTATION

I worked like a horse all summer so I could save up enough money to buy me this car!
Why'd you need a car?
So I could save time getting to school in the mornings, and thereby sleep a little later!
So how's it working out?
Well, I manage to get a parking space every day...
...if I get up real early!

LITTLE KIDS

Be a dear .. and put your nephew to bed!
I'm a bachelor!! What do I know about such things?
It's no big deal! Here's a book of Fairy Tales! Just read him a story!
Okay! I'll try!
Well?! How'd you do...?
Not so good! I've been TRYING to read him a story for the last hour!
But the little stinker keeps FALLING ASLEEP!!
Fairy Tales
David Berg

ZODIACS MURDER DEPT.

YOUR MAD HOROSCOPE

TODAY'S BIRTHDAY:

Loved ones are grateful if you try not to spit while blowing out the candles on your cake.

ARIES
March 21—April 19

A strange shifting in the stars may cause you to experience some pleasure while viewing a rerun of Sheriff Lobo. Do not worry. This is only an illusion, and will pass, like a cheap meal. Do not treat lovemaking as a hobby or you could do permanent damage to yourself with wrongful applications of model airplane glue.

MOON CHILDREN
June 22—July 22

The position of your stars is identical to those of Aquarius, Capricorn and Sagittarius. How this can be, we don't know. (But it does go a long way in explaining your lack of originality in life!) We suggest that from now on you read those three horoscopes and then pick out any advice you think looks good to you.

LIBRA
September 23—October 23

The position of Yank, the main star influencing your destiny, advises that now is an excellent time for a torrid romantic fling. However, the position of the Moral Majority condemns a torrid romantic fling as a no-no. The choice is yours. Either be bored out of your skull on earth, or burn for all eternity in hell!

CAPRICORN
December 22—January 19

Take a chance on a new co-worker. They're only a dollar each and, who knows, you may just win her! The AM may seem horrible today, however, it will begin to look better and better once you see what the PM has in store for you. An unexpected raise and promotion at work enables you to pay for your emergency brain surgery.

TAURUS
April 20—May 20

Your enthusiasm is contagious and so is your rash, so lay off the romantic entanglements. Complete one project before beginning a second. However, it is not necessary to complete one project if you're planning to move directly on to a third. Your grades can improve overnight, providing you write legibly on your arm.

LEO
July 23—August 22

Your main stars have shifted in such a way that, when connected by straight lines, they strongly resemble either a profile of Alexander Haig or an aerial view of New Jersey. (This is open to artistic interpretation.) Such a configuration strongly suggests that you will soon be overtaken by a desire to invade Secaucus.

SCORPIO
October 24—November 21

A good day! An annoying neighbor will cease to bother you as you are evicted in the AM. Improve your personal ties by throwing out the very wide ones with the polka dot prints. Nobody has been wearing them for years! Look for your mailbox to be flooded with letters as someone pours an entire can of alphabet soup in it.

AQUARIUS
January 20—February 18

Your Moon has very quietly moved from the House of Leo to the Condominium of Stanley. (Tax Purposes.) This signals a dramatic upheaval in your emotional state. Warm thoughts will singe your brain. Because Uranus and your piles are one, you could be in big danger! Beware of fools, envious of your many shortcomings.

GEMINI
May 21—June 21

After years of diligent brown-nosing, you rise to the upper echelons of corporate power. Too bad your company is about to go under! This is typical of the way your luck has been running recently and will continue to run for some time. Do not fret! You still have a lot of drive left in you. Take a trip to Detroit!

VIRGO
August 23—September 22

Give a hand at home. Get ahead at work. Give a passing stranger the eye, and a passing motorist the finger. Lose an arm and a leg at the track. Get something off your chest. Lend your ears to fellow countrymen. Stick your nose in other people's business. Get your ass in a sling. Put your foot in your mouth. Hang loose.

SAGITTARIUS
November 22—December 21

A study of your stars has failed to uncover any information about your future. This could mean that you have no future. In fact, it's quite possible that you recently passed away, and your loved ones have been derelict in making the proper arrangements. Seek the advice of an expert, however, before having yourself cremated.

PISCES
February 19—March 20

A sensational day! An unexpected romance blooms out of a chance encounter at a local vigilante meeting. Be frank with your boss. That way, when you screw up, he will fire Frank and not you! Put your priorities in alphabetical order and stop accepting second best. It's much too good for you!

WRITER: JOHN FICARRA

THE JOCKS ON THEM DEPT.

You've probably seen on TV how Professional Athletes do everything possible to gain a physical or psychological edge over their opponents. This is because the Pros are virtually perfect at what they do, and even the smallest bit of gamesmanship can spell the difference between victory and defeat. You've probably also noticed that, late-

A MAD LOOK AT THE I ATHLETES WHO IMI

ARTIST: JACK DAVIS

It's common for Pros coming out of a game to drink one or two cups of "Gatorade" to restore lost body fluids. It's equally common for Little Leaguers who never get into a game to copy their heroes by drinking so much "Gatorade" they can't even wait till halftime to go to the bathroom.

Watching the Pros teaches young players the importance of consistently (and illegally) elbowing opponents out of the way for rebounds. Unfortunately, it doesn't teach them that said opponents will probably wait for them in the alley after the game to inflict massive retaliation.

The young basketballer who invests in sweatbands for his wrists and forehead so he can imitate what the Pros wear obviously hasn't checked first to learn that his team is probably playing in an unheated basement gym where he'd look much less ridiculous wearing mittens and earmuffs.

The Pro's ritual of stamping his foot and clenching his fists in frustration after failing to catch an easy pass becomes a hollow gesture when copied by a youthful klutz who has proven repeatedly that he can't even carry his books down the school corridor without dropping them all.

ly, klutzy young amateurs are using the same tactics on neighborhood sandlots. That's because young athletes are addicted to watchdog sports on TV and they're naturally adapting all the mannerisms and strange rituals of their television sports heroes. Except that on them, it looks ridiculous! We'll show you what we mean as we now take—

DIOCY OF YOUNG TATE THE PROS ON TV

WRITER: TOM KOCH

Although forming a "T" with both hands is the Pro's way of calling time out, it's the novice's way of looking idiotic for two reasons: (1) his game has no referee to stop play, and (2) his team has no Coach to advise them how to avoid getting their asses beat even if they could take time out.

Despite a burning desire to act like a Pro, no amateur Quarterback has any logical reason for calling a play numbered higher than 2, since the only options are (A) having everyone rush straight ahead for a run play, or (B) having everyone rush down the sidelines for a pass.

Any young girl is in for a shock if she shows up at a Park Department Swim Meet dressed in a one-piece competition suit like those worn by her Olympic heroines. She'll quickly find that the outfit won't speed up her time, but it will certainly slow down her social life.

The Big League "pick-off play" is often imitated by amateurs but with unsuccessful results. It seldom catches a runner off base, and usually allows him to score all the way from first while the entire opposing team searches for the ball in the border shrubbery, where their pitcher accidentally threw it.

Spiking the ball after a touchdown is the Pro's gesture of triumph that loses all meaning when an amateur scorer really has not triumphed over anybody except one defensive back who stood there, picking his nose, through the whole play.

When breaking out new balls, Tennis Pros always display their expertise by testing them for trueness of bounce, etc. This act becomes meaningless when imitated by penniless amateurs who play with the same balls all Summer.

The "high five band slap," which the Pros developed to congratulate each other after a tremendously brilliant play, looks utterly ridiculous when it is mimicked on a school yard basketball court, where there has never, ever in all history been a tremendously brilliant play.

In the N.F.L., team captains who win the coin toss almost always elect to receive, but youngsters who stupidly mimic this practice apparently forget that the players in their league fumble kick-off returns at least 95% of the time.

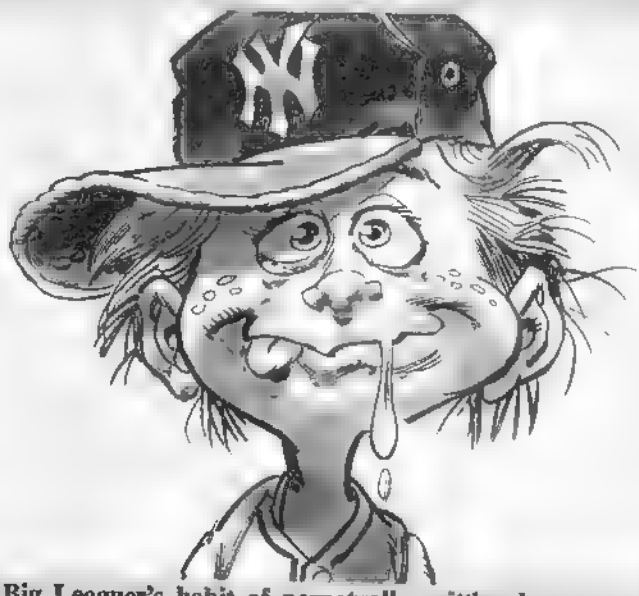
Many young kickers have eagerly aped the Pros in seeking greater accuracy by booting the football "soccer style," but this seems rather brainless when kids usually play on fields that don't have any goal posts or sideline markers.

There is something fundamentally preposterous about kids who confer at the mound on how to handle the next batter, when they all know that their pitcher will be lucky if he can even get the ball over the plate on the first bounce.

By imitating the Pros who use "batting gloves" to insure better grips when making contact with the ball, the amateur who makes little contact with the ball, only benefits from using a glove by reducing the chill factor when he swings and misses.

Young athletes who try to act like N.B.A. champs by cutting down the nets after winning a three-on-three school yard game not only look foolish, but also run the risk of getting arrested for committing vandalism.

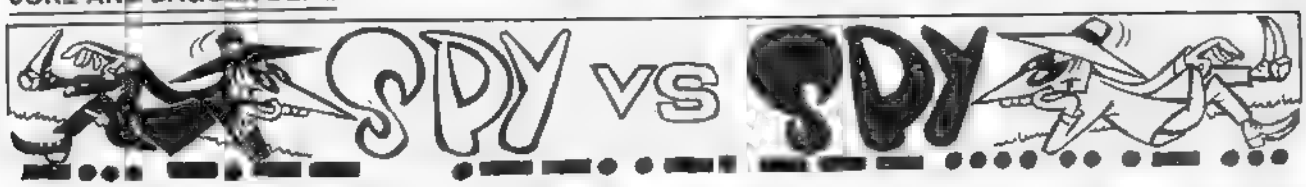
TV teaches young fighters how to celebrate a knockout by raising both arms in triumph. But it does not teach them that different rules apply in the streets, where a defeated opponent can get up again and do severe damage while you're standing there like an idiot with your arms raised.



The Big Leaguer's habit of perpetually spitting becomes even more yecchy when imitated by a kid who's unable to get enough distance to even clear the end of his chin.

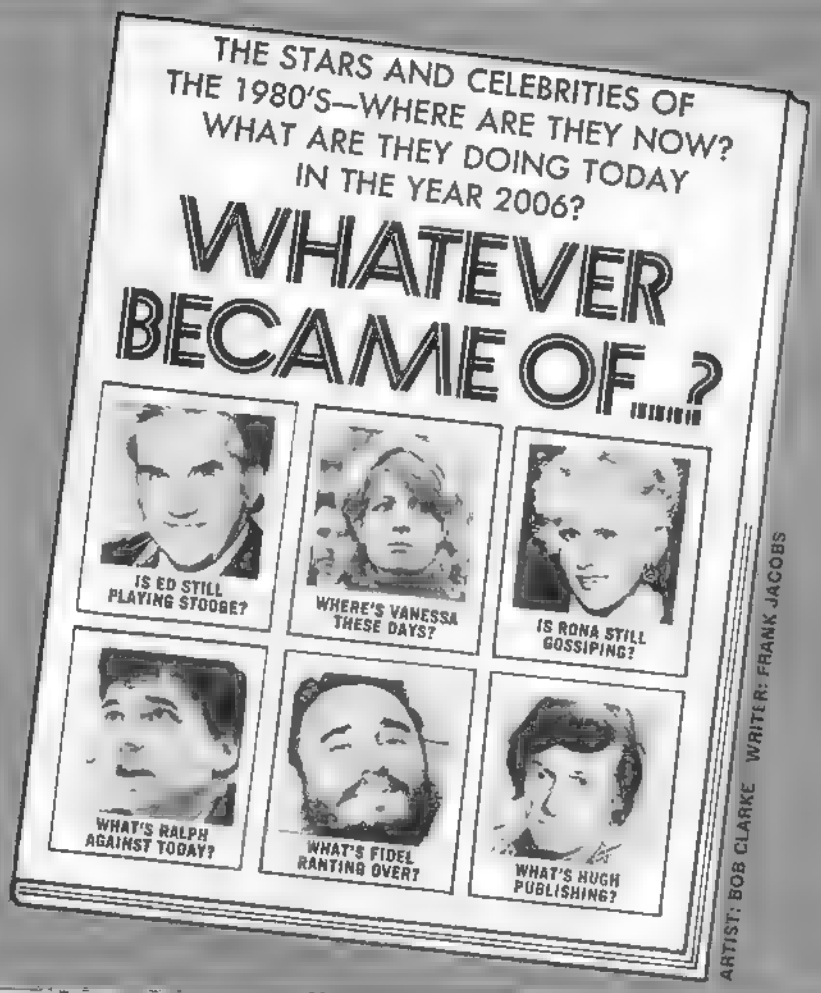
Slowing down to drink a cup of water passed along to you by a friend may be brilliant strategy if you're a big-time runner competing in the Marathon, but it's absurd strategy when you're an 8th grader competing in the 100-yard dash.

Stepping out of the batter's box to knock the dirt from his spikes is a favorite diversion of Major League Pros that loses its effectiveness when practiced by amateurs who are usually wearing sneakers and playing on asphalt.


SPY VS SPY

A NEW WRINKLE DEPT.

The big craze these days is nostalgia, with many books being written about famous people of the past and what has finally become of them. Well, in twenty-five years or so, the famous people of today will be written about in the "trivia" of tomorrow. So with this in mind, let's leap ahead in time and peek at one of these books we'll all be reading . . . namely . . .


THE STARS AND CELEBRITIES OF THE 1980'S—WHERE ARE THEY NOW? WHAT ARE THEY DOING TODAY IN THE YEAR 2006?
WHATEVER BECAME OF...?
IS ED STILL PLAYING STOOGE?
WHERE'S VANESSA THESE DAYS?
IS RONA STILL GOSSIPING?
WHAT'S RALPH AGAINST TODAY?
WHAT'S FIDEL RANTING OVER?
WHAT'S HUGH PUBLISHING?
ARTIST: BOB CLARKE WRITER: FRANK JACOBS

CHARLES BRONSON

After years of being a Hollywood tough guy, Charles Bronson gave up films in 1987 to open his own Shakespeare theater. He made his debut in "Hamlet," literally bringing down the house when, caught up in an emotional scene, he demolished the scenery, ripped down the curtain and laid out two supporting actors. In his next role as Romeo, he crushed the ribs of seven successive "Juliets" while being carried away in love scenes. Ensuing lawsuits, plus fear of working with him, forced Mr. Bronson to retire. Now 84, he lives in Oregon with his pet rhino.

RONA BARRETT

Once the queen of the gossip columnists, Rona Barrett lost most of her newspapers and TV following after reporting in 1988 that Edward Kennedy would marry Brooke Shields, that Warren Beatty planned to become a Monk, and that John Denver was plotting to overthrow the U.S. Government. Lawsuits piled up, and the final blow came in 1991, when the National Enquirer, her only remaining paper, fired her for "being too sensational." Now 70, she writes a weekly senior citizen gossip sheet, and is fighting a libel suit by a 91-year-old man who she accused of using shuffleboard courts for immoral purposes.

HUGH HEFNER

Now 80 and married, Hugh Hefner lives in a mobile home on the outskirts of Fresno. After selling his interest in "Playboy" in 1988, he became a born-again Christian, taking an active role in the Church of the Devine Gospel. As a traveling spokesman, he persuaded thousands to join the Church, among them Bob Guccione (once Publisher of the defunct "Penthouse") and Gay Telese (a former sex writer). Hefner, who years ago gave away his millions for religious research, now publishes "Prayboy", a newsletter which each month features a centerfold of a converted heathen.

VANESSA REDGRAVE

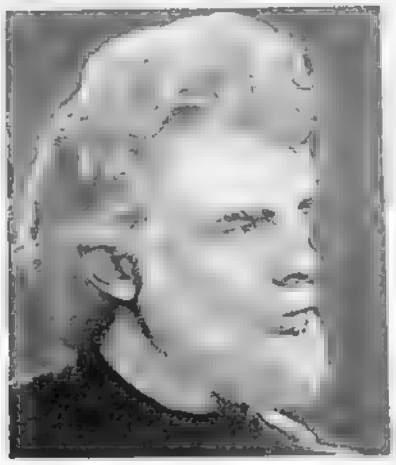
Once a leading film star, Vanessa has not appeared in movies since 1986 when she renounced the "Zionist Imperialists of Show Business" and vanished. Known for her outspoken pro-Arab leanings, she suddenly turned up in Seria in 1991 with a new name, Fatima Mustafa, and a new husband, none other than ex-PLO leader Yasir Arafat (now 77, and a Camel Trader). Her crusade in 1998 to liberate Arab women failed miserably, and she is currently a typical Arab wife. She now makes her home in a Bedouin camp, walks ten paces behind her husband and has adapted well to desert harem life.

BILLY CARTER

After dropping out of sight when his brother Jimmy was defeated for re-election in 1980, Billy Carter emerged again in 1988 with a plan to make gasoline out of peanut oil. The scheme, a failure, wiped out investors and bankrupted the brothers. In 1993, Billy was hired as a goodwill ambassador by the Beer Industry, which hoped he could convince Middle East Moslems to relax their ban on alcoholic beverages. He failed, touching off riots that led to the Mid-East War of 1995. Today, at 69, he and Jimmy raise possums in Plains, and add to their incomes by posing for photos with tourists.

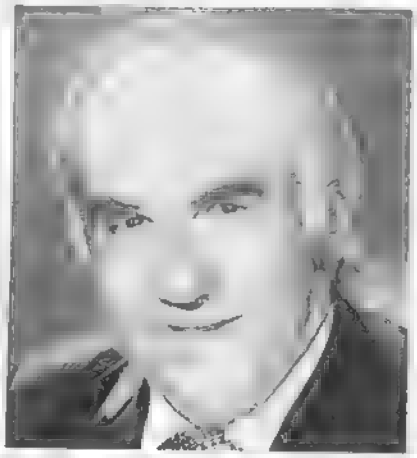
GEORGE LUCAS

In 1992, after completing his 12th "Star Wars" film ("Darth Vader Rusts Out"), George Lucas sunk his entire fortune of $350 million into his 96-hour, 32-part space epic, "Glurkk," the plot of which dealt with a berserk giant droid who eats planets. The project, requiring movie screens 500 feet in width, flopped, and Lucas was forced to close up shop. Unable to obtain financing for future projects, he is now "frozen" in a time capsule, planning to wake up in 2091 when, as his instructions state, "the world will be a lot more receptive to my incredibly fantastic movie ideas!"



ED McMAHON

When Johnny Carson left the "Tonight" show in 1987, Ed McMahon, unwanted in television, was forced to find a new spot for his talents. He worked briefly as a hired laugher at roasts and banquets, then wrote a self-help book, "Be A Yes-Man and Live!" and an autobiography, "Call Me Today!" In 1992, he campaigned unsuccessfully for Vice President of the United States, a job he described as "...perfect for a man of my gifts!" Today, at 83, he spends his days on a bench outside a Philadelphia, Pa., courthouse, chuckling over the jokes of pensioners and retired postmen.



RALPH NADER

Nader, who first gained fame fighting unsafe cars, moved on to new targets in the '80's, launching crusades against "radiation from telephones" (1983), "polluted currency" (1985), "radioactive dental floss" (1989), "touching" (1991), "kissing" (1992), "all human contact" (1994). One year later, declaring that "everything can kill you!" he isolated himself in a lead-walled, sterilized cave in West Virginia. He is now hard at work on what he calls his "most important project" —research exposing the pollution and poor safety standards we can expect "in the Hereafter!"

BILLY MARTIN

This baseball veteran, who holds the record for "Number of Teams Managed" (24 in 29 years), left the Major Leagues in 1994 after punching out a crew of Umpires at San Diego Stadium. Banned from the game by new Commissioner of Baseball George Steinbrenner, Martin briefly managed a Minor League club in Japan and a Little League team in Taiwan, then served as a Third Base Coach for the Fargo, N.D., Fillies, a woman's semi-pro softball team. Still chipper at 78 and a bouncer in a downtown Las Vegas tavern, Billy feels "certain" he will return one day as Yankee Manager.

FIDEL CASTRO

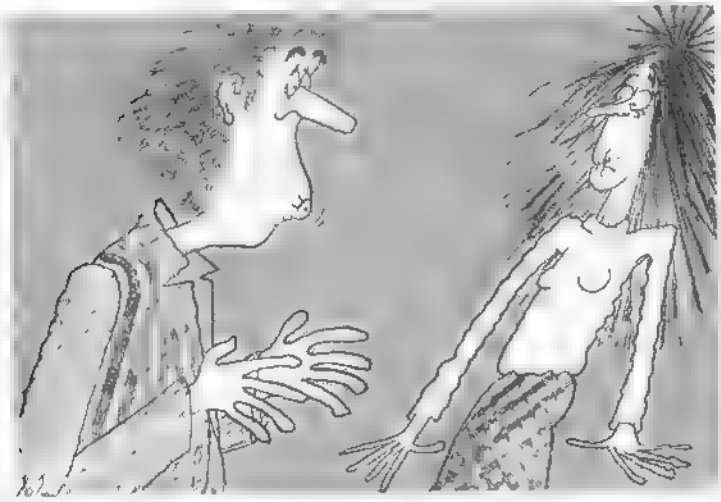
After nearly three decades as the most powerful Communist leader in the Americas, Mr. Castro gave it all up in 1987, telling his people that "Marxism is a big bore!" With that, he brought back tourism and casinos to Havana, and by 1994, controlled all of the gambling in the Caribbean. Today, 79 and a dapper dresser, he entertains high-rollers at his Club Castro, denies any connection to organized crime and remains a bachelor, hobnobbing with show business celebrities. Recently he has been linked romantically with Farrah Fawcett (now 59 and separated from her 6th husband, Donny Osmond).

LIP SCHTICK DEPT.

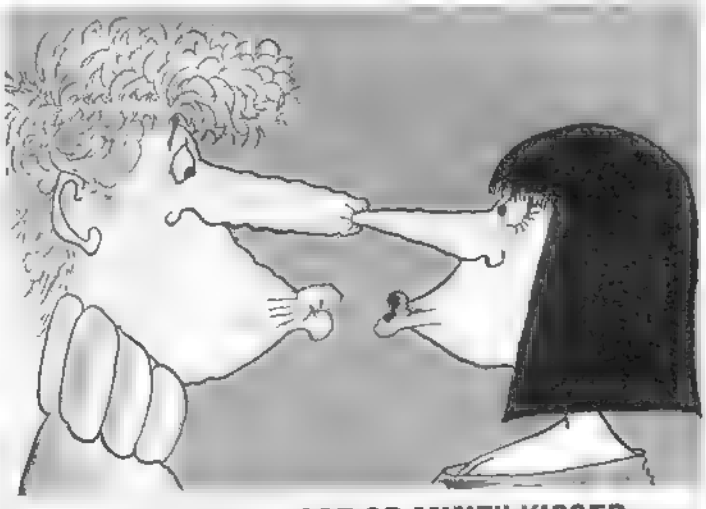
A MAD LOOK AT

THE "WATER WORKS" KISSER

THE "BELL-RINGER" KISSER



THE "IT'S MY FIRST TIME, TOO!" KISSER



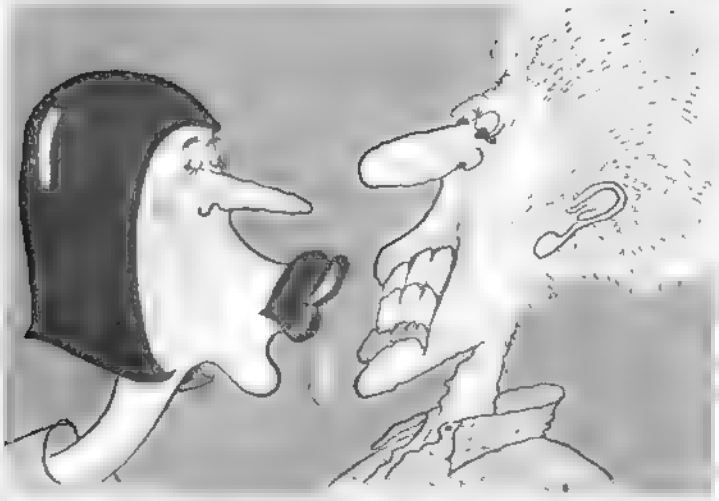
THE "YOUR NOSE OR MINE" KISSER

THE "LONG DISTANCE" KISSER

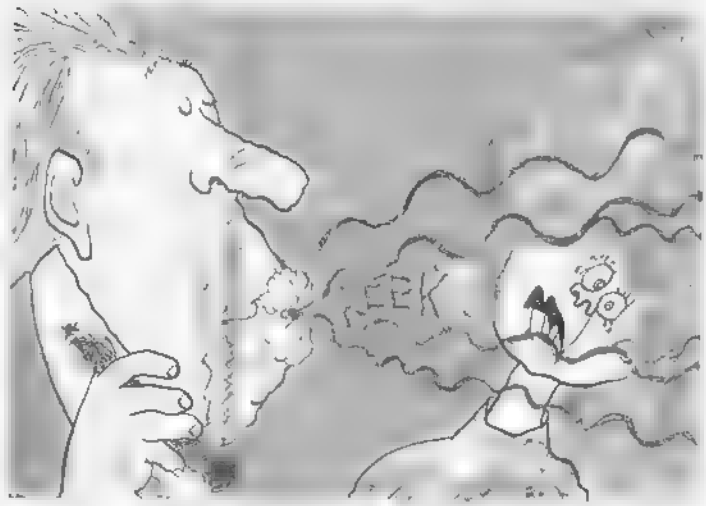
THE "PINCH A CHEEK" KISSER

LOUSY KISSERS

ARTIST & WRITER: PAUL PETER PORGES



THE "LACQUERED LIPS" KISSER

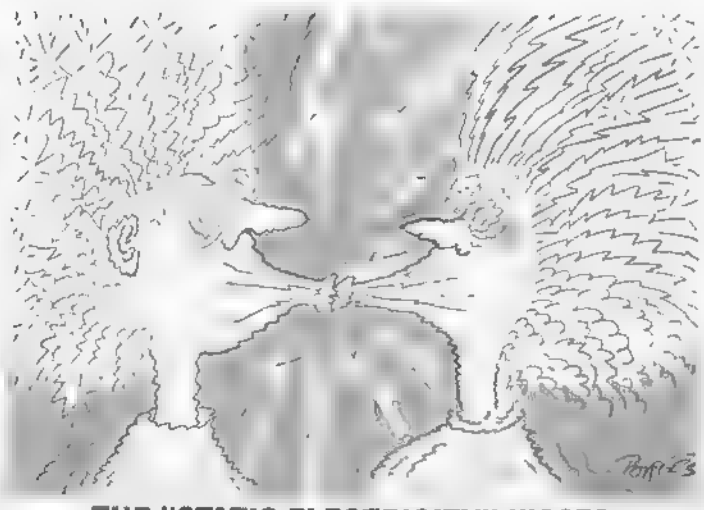


THE "KILLER-BREATH" KISSER

THE "LIVING CACTUS" KISSER

THE "AIR" KISSER

THE "MACHO" KISSER



THE "STATIC ELECTRICITY" KISSER

DON MARTIN DEPT. PART III

ONE DAY AT THE FEDERAL BUILDING

Okay! I'll talk! I'll tell everything! But what about my family? Their lives won't be worth a plugged nickel once the word gets out that I squealed to the Feds!!
We've already thought of that, Freenzetti, and it's all being taken care of! By the time you leave this building, you and your family will have completely new identities!

There's an old saying that swears: "Statistics don't lie!" Well, maybe they don't—but they sure can be made to fib a lot! If you don't believe us, just check out...

A MAD GUIDE TO UNDERSTANDING STATISTICS

ARTIST: PAUL COKER WRITER: DICK DE BARTOLO

HERE IS AN EXAMPLE OF HOW STATISTICS CAN BE BLOWN WAY OUT OF PROPORTION

Here is the ad they ran...

And here is what the place looked like in reality...

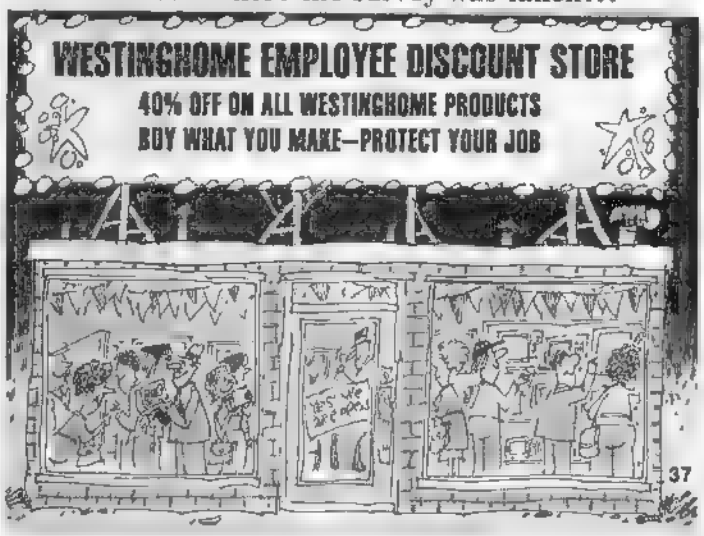
The First Week...

The Second Week...

STATISTICS CAN ALSO BE DISTORTED AND SLANTED BY WHERE A SURVEY IS TAKEN

For example...first study this ad...

And now look where the survey was taken...

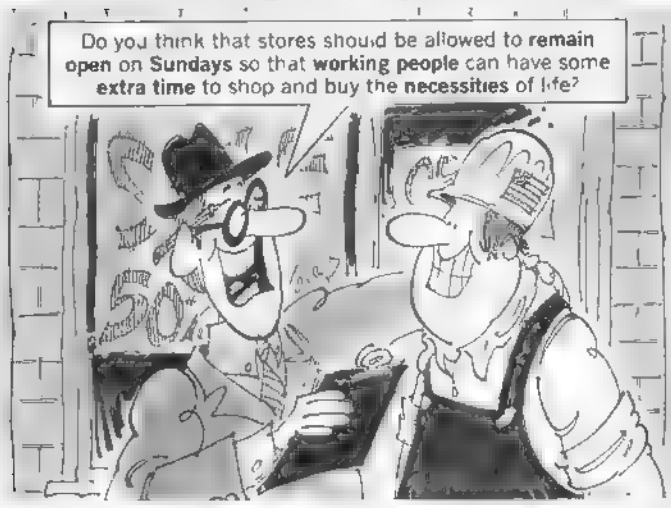


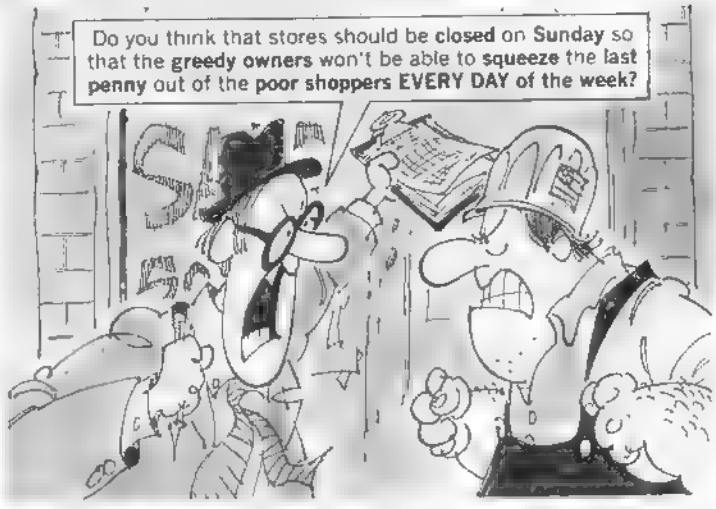
IS IT POSSIBLE THAT TWO SURVEYS CAN SHOW TWO TOTALLY DIFFERENT ANSWERS?

Of course! In answer to the question, "Are you planning to get married?", one survey showed that 91% of those asked said "Yes!"...and another survey showed that 91% of those asked said "No!" How could this be? Again, it was where the question was asked!

HOW A QUESTION IS PHRASED HAS A LOT TO DO WITH THE RESULTS OF A SURVEY

For example...wouldn't you be tempted to answer "Yes!" to both of these questions—even though they represented diametrically opposing views of the very same issue...?


Do you think that stores should be allowed to remain open on Sundays so that working people can have some extra time to shop and buy the necessities of life?

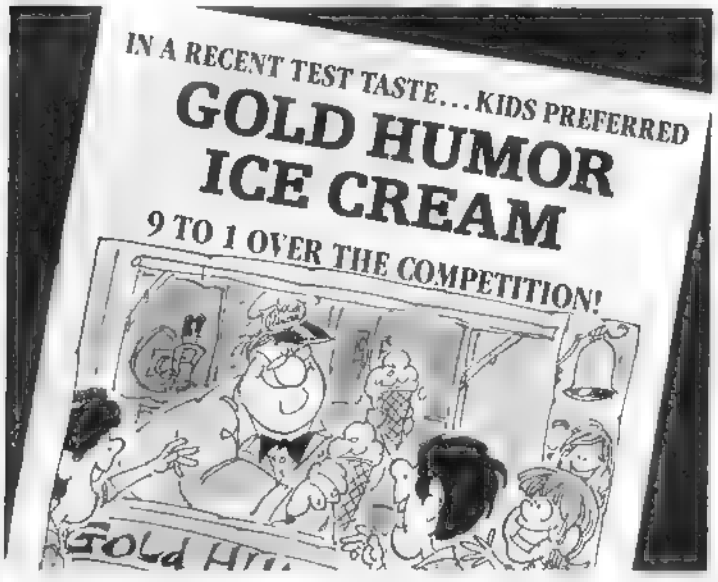

Do you think that stores should be closed on Sunday so that the greedy owners won't be able to squeeze the last penny out of the poor shoppers EVERY DAY of the week?

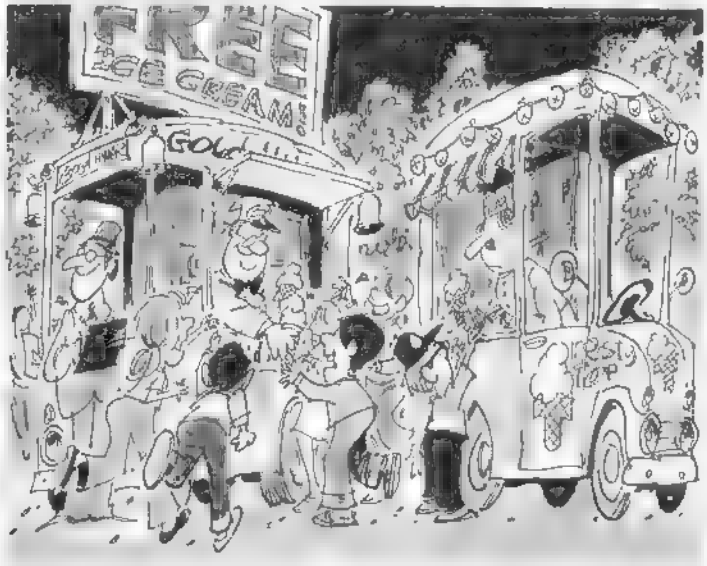
AND, OF COURSE, WHO IS ASKED A QUESTION CAN ALSO SLANT A SURVEY RESULT

For example...if you wanted a high percentage of "Yes!" answers to the question, "Are you going to buy a Video Recorder this year?" which of these groups would you* survey?

*See?! You're learning!!

IT'S PRETTY EASY TO ALTER THE ODDS OF A SURVEY TO GET THE ANSWER WANTED

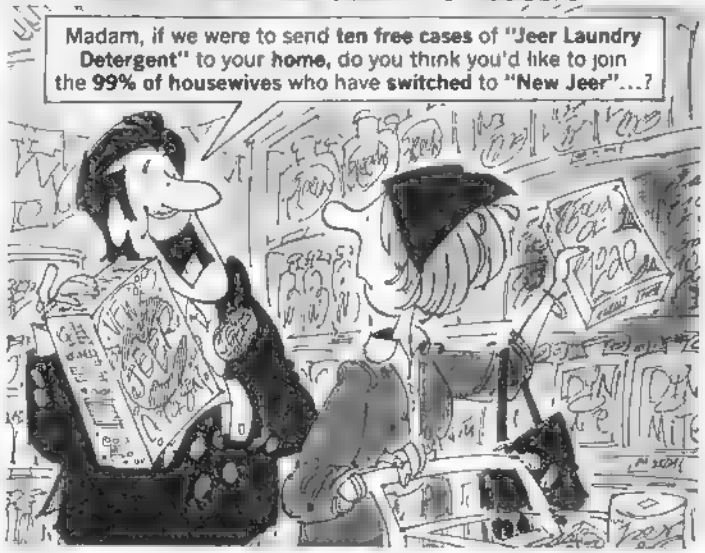




AND THERE ARE OTHER SNEAKY WAYS TO AFFECT THE RESULTS OF SURVEYS

Harvey, why did you tell that man you prefer "Stove Slop Stuffing" to potatoes?! You HATE stuffing!
I know! But you heard what he said!? If I want to be seen on TV coast-to-coast by all my friends, I had better like stuffing more!

AND FINALLY, LITTLE "GIFTS" CAN HELP SLANT THE SURVEY'S RESULTS


Madam, if we were to send ten free cases of "Jeer Laundry Detergent" to your home, do you think you'd like to join the 99% of housewives who have switched to "New Jeer"...?

PUT YOUR FUNNY IN THE BLANK DEPT.

Most clods think they could become successful comedians if only they had the chance. They're all convinced that just one thing stands between them and national acclaim: the vast sum of $50 needed to hire a top comedy writer to prepare material for them. We think this adds up to discrimination against the poor, so we've assigned one of

Good evening, ladies and _____(1)_____. A very funny thing happened to me on my way over here from _____(2)_____. A bum came up and asked me to call him a taxi, so _____(3)_____. But seriously, friends, I just arrived in your fine city after three wonderful weeks of playing _____(4)_____. During that engagement, I ran into an old high school classmate who _____(5)_____.

Speaking of that, what do you think about _____(6)_____? Believe me, when I was younger, nobody would even dream of _____(7)_____. As you may know, I grew up in _____(8)_____. I'll never forget the first girl I dated. She was so _____(9)_____. Now, as I've grown a little older, I'm just thankful _____(10)_____.

Say--here's a joke for you. A fella goes to a psychiatrist and says, "Doc, I imagine I'm a rabbit." So the psychiatrist says, _____(11)_____. How come nobody's laughing at this material? _____(12)_____.

Incidentally, before I finish my act, I've been asked by several of you to _____(13)_____. But what I'd really like to do is leave you with a bit of wisdom that was passed on to me by _____(14)_____. When I told him I was going into show business, he just smiled and said, _____(15)_____. I hope you'll remember that as I have. Thank you, and Gawd bless.

FILL BLANK #4 FROM THIS GROUP

A. in Las Vegas--on the upper floors of a sorority house.
B. solitaire in the drunk tank of a small southern jail.
C. second fiddle to a trained seal in a carnival side show.
D. around with my neighbor's wife while he was in Chicago.

FILL BLANK #5 FROM THIS GROUP

A. told me a great joke in dialect, but I forget the punchline.
B. passed along that gag about Jackie Onassis that I'm sure you've heard.
C. had a funny story about the Pope meeting Bo Derek on a train
D. praised me for endorsing Brotherhood Week, even though I'm not Jewish.

FILL BLANK #8 FROM THIS GROUP

A. Brooklyn. Anybody else out there from Brooklyn?
B. a tough Italian neighborhood. Any other Paisanos out there?
C. a family of sanitary engineers. Any other garbage men out there?
D. a closet hiding from evil spirits. Any other psychotics out there?

FILL BLANK #9 FROM THIS GROUP

A. buck-toothed that she ate corn on the cob through a picket fence
B. fat that in our graduation picture, she was the whole front row
C. talented that she grew up to be my close friend, Liza Minelli
D. desperate that she married me, so let's give her a big hand

FILL BLANK #12 FROM THIS GROUP

A. I know you're out there because I hear you breathing
B. Just raise your hand if you want me to explain the jokes
C. There are hungry children in Asia who would gladly trade places with you.
D. I'm sure the Man Upstairs has put me on Earth to spread happiness.

FILL BLANK #13 FROM THIS GROUP

A. hurry up and finish it already
B. sing five songs I recently had the privilege to record
C. add a little class to this routine by doing some Gay Polish jokes
D. set off an alarm clock so everybody can wake up and go home.

our own top $50 writers to whip together a monologue of the type that has launched many of today's comedians on the path to fame and fortune. Since MAD cannot promise success if every aspiring comic uses the same material, we've included enough multiple choice jokes for you to fill in the numbered blanks and thereby personalize . . .

MAD'S DO-IT-YOURSELF COMEDY ROUTINE

WRITER: TOM KOCH

FILL BLANK #1 FROM THIS GROUP

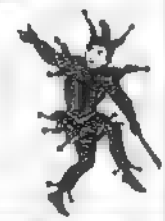
A. germs.
B. jerks.
C. all you other women out there.
D. my parents, who just celebrated their 60th anniversary, Lord love 'em

FILL BLANK #2 FROM THIS GROUP

A. Anaheim, Azusa and Cucamonga.
B. my hotel room, which is so small the mice are humpbacked.
C. the store where I just bought this suit made out of recycled lint.
D. a charity telethon where I worked for 23 hours, but please don't applaud.

FILL BLANK #3 FROM THIS GROUP

A. I bit him
B. I said, "Take my wife—please!"
C. I told him my girl went topless for a week and nobody noticed
D. I did my impression of Richard Nixon, which goes something like this



FILL BLANK #6 FROM THIS GROUP

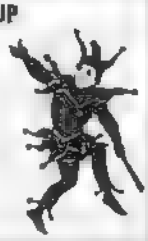
A. all those sex change operations?
B. motels that show X-rated movies?
C. the way the girls jiggle on "Charlie's Angels?"
D. the way I switch to off-color material when nothing else gets a laugh?

FILL BLANK #7 FROM THIS GROUP

A. wearing pink leotards to a Teamsters' convention.
B. showing up at a girl's house naked on the first date.
C. Charging people money to hear a comedy routine like this one.
D. refusing to die for his country, and I mean that sincerely

FILL BLANK #10 FROM THIS GROUP

A. that Alan King hasn't sued me for stealing this monologue
B. to have two lovely children who are both out on parole tonight
C. for all the awards I've received when others were almost as deserving
D. that I didn't live in an era when lousy comedians were put to death



FILL BLANK #11 FROM THIS GROUP

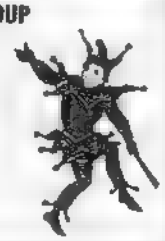
A. "That's nothing. My wife ran off with our marriage counselor."
B. "I wasn't signaling for a turn. I was just drying my nail polish."
C. "You wouldn't think this was a one-horse town if you had my job."
D. "Know where my gorilla sleeps? Anyplace he wants to."

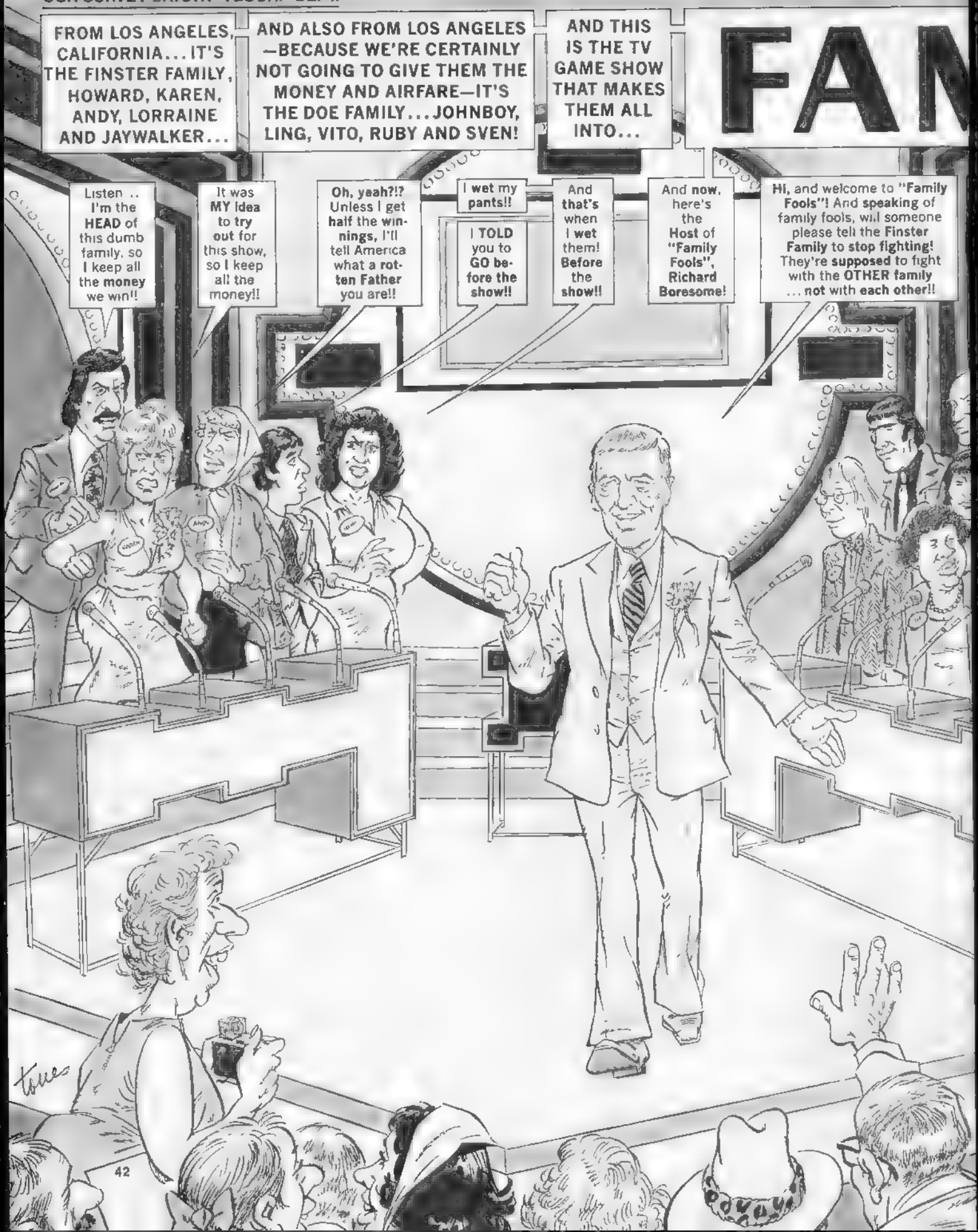
FILL BLANK #14 FROM THIS GROUP

A. Sammy Davis, Senior
B. Kermit the Frog.
C. the last commissioner of the World Football League
D. my father, just before he was arrested as a flasher.

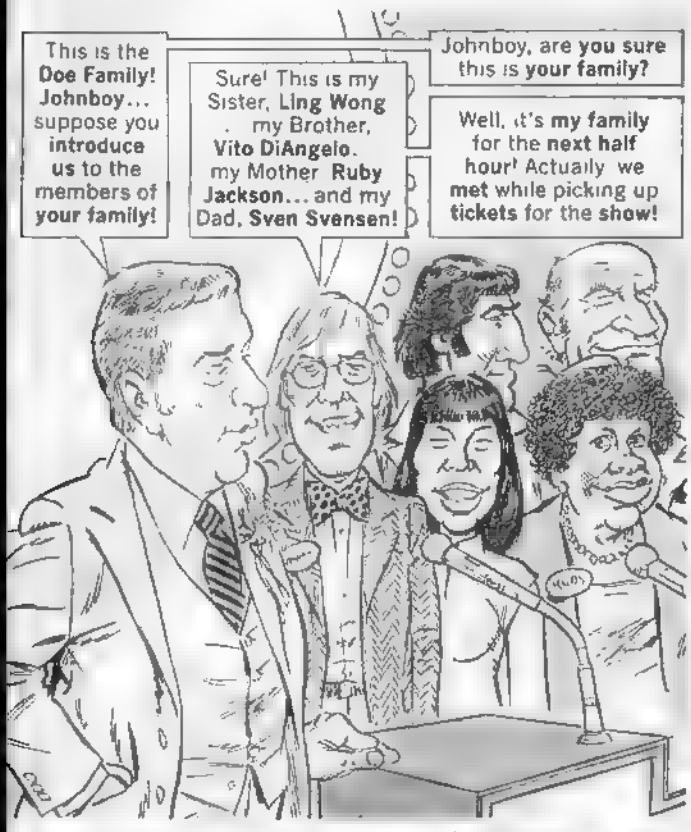
FILL BLANK #15 FROM THIS GROUP

A. "You can't tell a jackal by the color of his socks."
B. "The higher the fewer."
C. "The devil may wear many coats, but all of them need mending."
D. "Don't rub your greasy hands all over the door knob."




FROM LOS ANGELES, CALIFORNIA... IT'S THE FINSTER FAMILY, HOWARD, KAREN, ANDY, LORRAINE AND JAYWALKER...
AND ALSO FROM LOS ANGELES —BECAUSE WE'RE CERTAINLY NOT GOING TO GIVE THEM THE MONEY AND AIRFARE—IT'S THE DOE FAMILY... JOHNBOY, LING, VITO, RUBY AND SVEN!
AND THIS IS THE TV GAME SHOW THAT MAKES THEM ALL INTO...
FAN
Listen .. I'm the HEAD of this dumb family, so I keep all the money we win!!
It was MY idea to try out for this show, so I keep all the money!!
Oh, yeah?!? Unless I get half the winnings, I'll tell America what a rotten Father you are!!
I wet my pants!!
I TOLD you to GO before the show!!
And that's when I wet them! Before the show!!
And now, here's the Host of "Family Fools", Richard Boresome!
Hi, and welcome to "Family Fools"! And speaking of family fools, will someone please tell the Finster Family to stop fighting! They're supposed to fight with the OTHER family ... not with each other!!

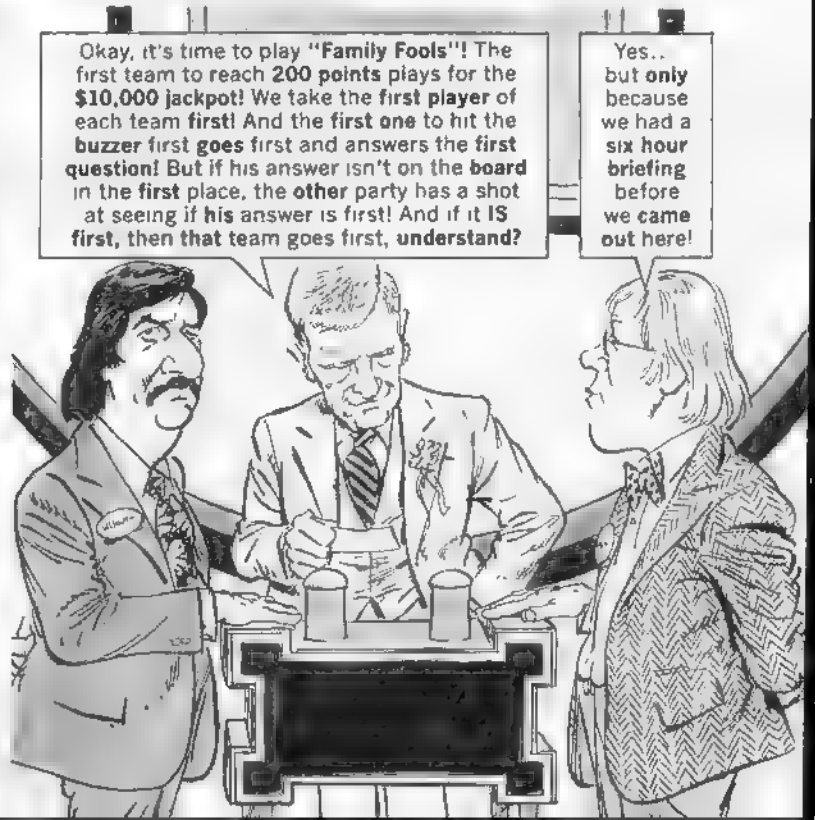
ILY FOOLS


This is the Doe Family! Johnboy... suppose you introduce us to the members of your family!
Sure! This is my Sister, Ling Wong . my Brother, Vito DiAngelo. my Mother Ruby Jackson... and my Dad, Sven Svensen!
Johnboy, are you sure this is your family?
Well, it's my family for the next half hour! Actually we met while picking up tickets for the show!
WLDY

And now, let's meet the Finster Family!
You're a real cutey!
KISSY! KISSY!
Oh, my, that was delicious! Let's have an "Instant Replay" of that!
KISSY! KISSY!
You, my darlin', must be Karen, the Secretary!!
No... I'm Andy, the Decoy Cop!
Mouthwash! Mouthwash!
KAREN
AP

ARTIST: ANGELO TORRES WRITER: DICK BIC

Richard, we watch the show at home all the time, and we know that people are always bringing you gifts! So, we want you to have this one! It's homemade!!
A gift? For me?! What is it?!?
It's a BOMB!! And if we WIN, then we'll tell you how to defuse it! But if we LOSE.. well... more than your FAME will be spread across this country!!


Okay, it's time to play "Family Fools"! The first team to reach 200 points plays for the $10,000 jackpot! We take the first player of each team first! And the first one to hit the buzzer first goes first and answers the first question! But if his answer isn't on the board in the first place, the other party has a shot at seeing if his answer is first! And if it IS first, then that team goes first, understand?
Yes.. but only because we had a six hour briefing before we came out here!

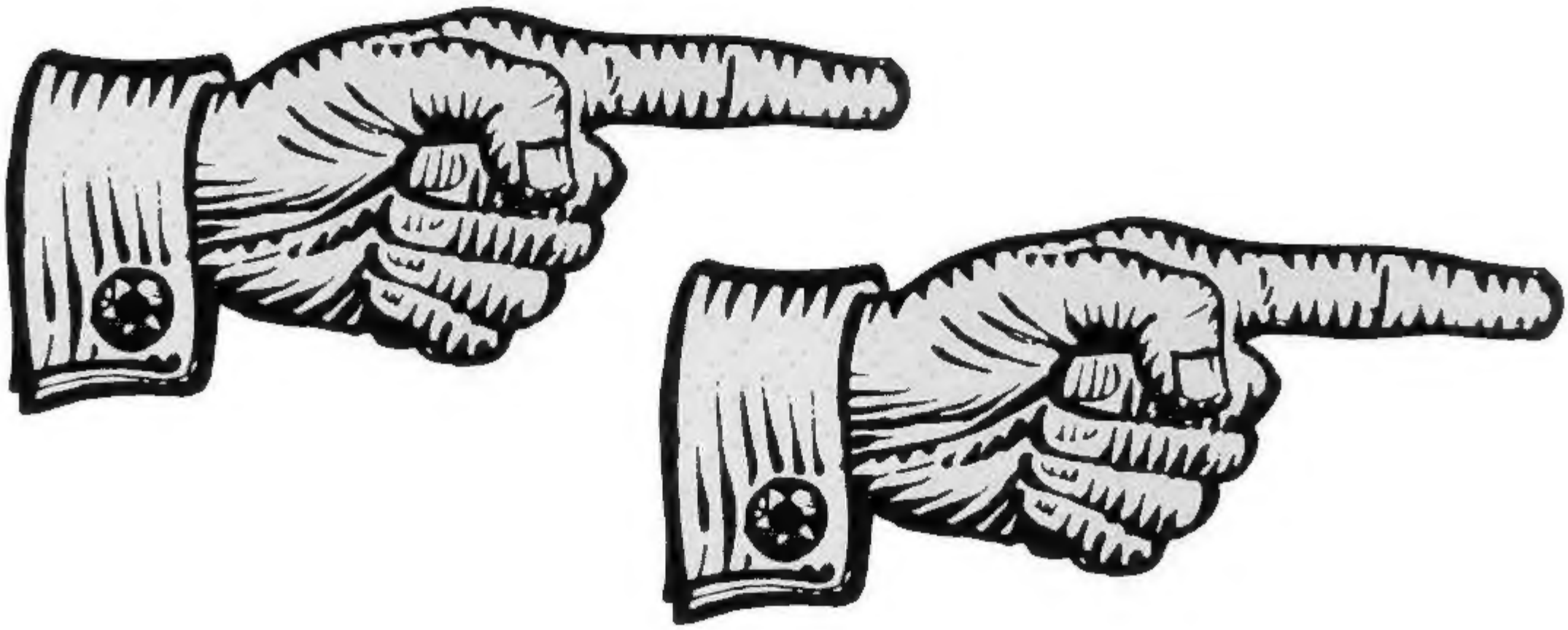
Okay here we go! Name something that's MADE IN JAPAN!
The Finsters buzzed first! What s your answer to something they make in Japan...?
What has "LOVE" got to do with something that's made in Japan?!?
Well . let's see! By jove, you're right!! "MAKE LOVE" is number one!!
BUZZZ
LOVE...!!!
Nothing... but "MAKE LOVE" is always on the board!!
And now, you have a decision to make!
Do you want to play or pass?
What happens if we pass??
God only knows! It's been so long since that's hap pened, no one can remember! So do me a favor and play!
MAKE LOVE
Andy? Some thing made in Japan??
CARS!
Good answer! WONDERFUL! You GOT it! Smart boy... or—uh... girl!
"CARS" is up there! Karen? Something made in Japan ??
TV SETS!!
That's IT!! GREAT!! A good answer! Nice going, Karen! You DID IT!!
"TV SETS" is there! Lorraine?
Uh.. MAPLE SYRUP!
What a GREAT ANSWER! Brilliant! WON-DERFUL!
You call "MAPLE SYRUP" a wonder-ful answer to the quest on, "Name something made in Japan..."?!?
We sure do...!! Here. . in front of millions of people, Richard! But when we get that idiot home, we'll KILL her!!
Sorry! MAPLE SYRUP gives you your first strike!
Jaywa ker, you only need one answer to "Name some thing made in Japan, ' and you can play for $10,000! I'll even give you a big hint! It s not MAPLE SYRUP... and it's not PEANUT BUTTER...!
Oh, shoot! You just took away my answer!
HONK!
Sorry, you didn't answer in time! That's strike two! One more strike and the Doe Family will have a free try! Look at them there, in a deep huddle, deciding on an answer! Oh our Stage Manager tells me they're NOT in a deep huddle .. they're in a DEEP SLEEP...!!
Howard your last chance...? Something made in Japan "?
How about LITTLE JAPANESE!
GIGGLE!
GFAWWW!
HA-HAH!
SNICKER!
That's not funny, Audience! That's degrading to the Japanese people! Now, if I'D said it, it would have been funny and not at all degrading!
HONK!

Well, Finsters... you have three strikes, so the Doe Family has a shot at winning the game! They're dying to give their answer, and— Uh!... will someone please wake up the Doe Family so they can start dying to give their answer...?!!
ZZZZZ
Our guess is RICKSHAW!
Rick Shaw was George Bernard Shaw's BROTHER, wasn't he??
Wrong!! The Finsters win the game!!
YOU WON! JUMP UP AND DOWN AND HUG EACH OTHER— OR YOU DON'T GET TO KEEP ANY WINNINGS!
Now comes the part of our show that makes the demand for tickets to be in our studio audience so huge...
It's "Audience Participation" time!
This is the place where we reveal the unguessed answers on the board, and everyone reads them out loud!
Okay, here we go! "Something made in Japan"!
RADIOS!
WATCHES!
CAMERAS!
By the way! Be sure to check your local record shop for the new "Family Fools Album"! It contains 12 hit bands of 12 different audiences reading unguessed answers out loud!
Sir, I appreciate the fact that you brought Rosalyn and Amy and Billy and Miss Lillian... and I know that you're out of work and that $10,000 is a lot of money... but that's it!! ALL families MUST be interviewed before they can be on the program!
Okay, it's time for the Finster Family to play for the $10,000! Howard is out here with us, and Karen is backstage where she can't hear a thing!
That's right, Richard! I can't hear a THING!!
Will someone please check to make sure that Karen is in a sound-proof and preferably an AIR-PROOF booth...!?!
I'm going to ask you five questions! However, since NBC is in last place in the ratings again, and it is in big financial trouble, we've made it just a little harder to win the $10,000!
So instead of 15 seconds, you'll only have 3 seconds to answer! And instead of my reading you the questions, I'll let you FEEL them... because they're written in Braille! Okay, ready? GO...
HONK!
Oh, I'm sorry! Time's up! I'm afraid that it means you don't win the $10,000... but it does mean that the staff will get paid this week!

But you don't go home empty-handed! Gene Bite, tell them what they get!
Ten cases of Dent-Teeth Gum!!
Chewing Dent-Teeth is like eating a toothbrush! And its rich sugary flavor will keep you coming back for more...
More gum, and more fillings!! YOURS... compliments of the American Dental Association!
DENTI
And now, it's time for "Celebrity Family Fools"! This is the show where celebrities make fools of themselves! But it's okay .. because they make fools of themselves on their own shows anyway!!
Let's meet Celebrity Group Number One... the team from "60 Minutes"! It's gorgeous Mike Wallace, lovely Harry Reasoner, the vivacious Dan Rather, the gregarious Morley Safer and the buxom Andy Rooney...
Welcome to "Family Fools," guys!!
You kiss any one of us and we'll beat the daylights out of you!!
And to do them battle, the team from "Love Boat"!
As you know, we can't always have the BIG LEADS from every hit TV show. .
.. and so from "Love Boat" here is RAY PICHON... the ship's hairdresser!
MIKE WEEKS, the cousin of the Lighting Engineer!
RHODA FELDMAN, who is Gavin MacLeod's personal secretary!
DR. ALAN MARKHAM, who is Bernie Koppel's Doctor in real life!
And LYDIA FANG, who has played a passenger in some of the long shots!!
What charity will your team be playing for...?
We're playing for the Brotherhood of American Retired Friendly Seamen... otherwise known as the BARFS!!
And I can see why!
Mike Wallace what charity will your team be playing for ?
NONE! Did you know that the March of Dimes spends over a quarter to collect a dime?!? Did you know that the people at CARE don't really care?! Did you know that all they do is FIGHT at the United Fund?
I see that you guys are almost as much fun OFF your show as you are ON it!
Okay, it's time to play! We'll take the first person from each team first and the team—
BUZZZ...
I'm STILL doing the explanation! Why did you buzz?
To keep from hearing ALL of the explanation!!
But that's unfair! Your opponents didn't have a chance!
That's okay with us! We built our entire careers on exposing people who are unfair!

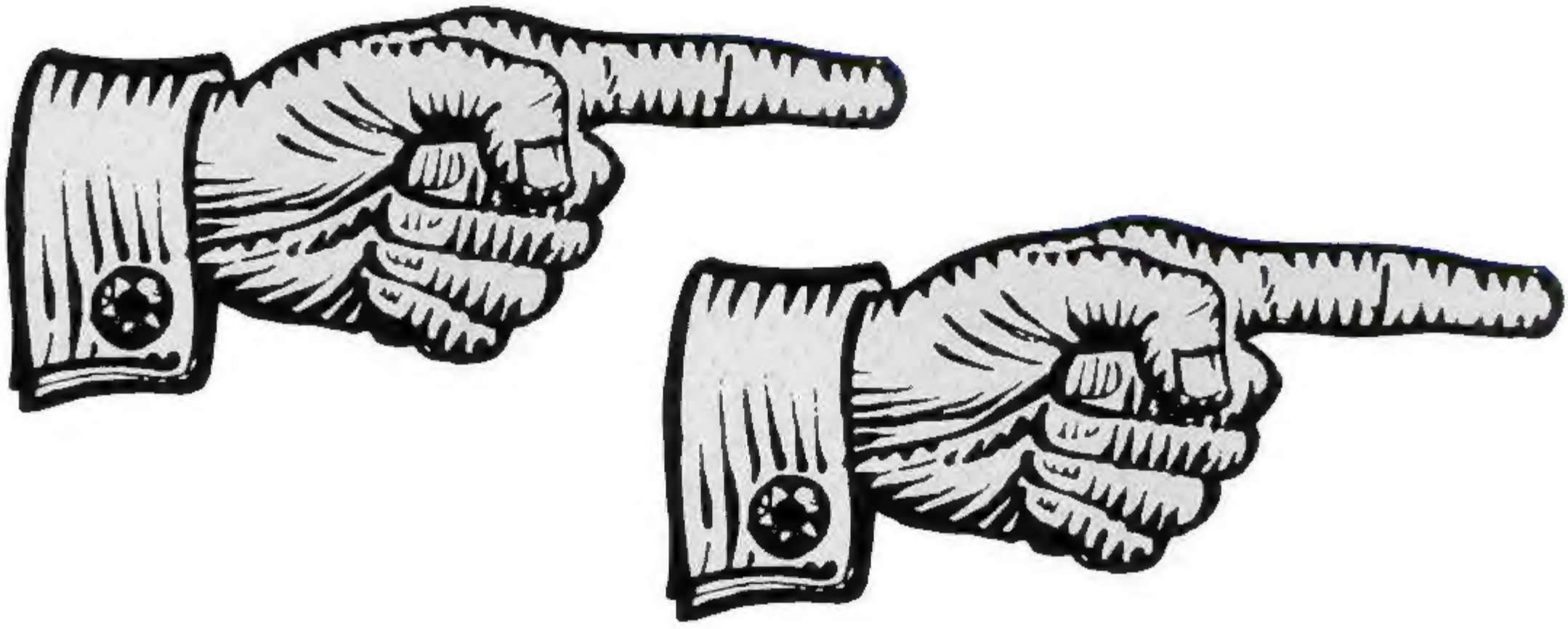
Let me remind the audience you're playing for charity, so we would not look very nice if the questions were really tough! Now, with that in mind...
Here's the question! Name a television network!
CBS...!
It's up there! Mike? A television network?
ABC...!
It's up there! Rhoda ? Guess the third TV network and you're the winner!!
Before I do that, Richard, my Mother wanted, more than anything else in the world, to be here so you could kiss her! So I was wondering...?
If I could kiss you and then you'd kiss her?
Close! I was wondering if you'd kiss her dentures! I have them here in this glass...
I'll cross that "bridge" later giggle, giggle! Oh dear, that kind of humor makes me wish I was still on "Hogan's Heroes"!
What's the difference what show you're on! Your JOKES go back that far!
Okay Rhoda, one more guess to go, and your team will play for the $10,000! Name the TV network! There are three answers on the board, and so far, we have ABC and CBS!
Is there a third one?
Yes, my dear! There IS a third one!
Is it PBS?
First strike! No, PBS is educational!
Educational?! Oh, my gosh!! I'm sorry I said that on commercial television!
Don't worry! They'll bleep it out so the youngsters won't hear it!
Dr. Markham, it's your turn!
NBC!
That's IT! How did you guess it??
I—I didn't guess! I was just reading the letters off the side of those TV cameras...!
Well, I don't want to say NBC is doing bad, but if you want to BUY one of those cameras, see me after the show! Now... two of you will play for $10,000 for your favorite charity right after this commercial.
This is a hold-up! Gi'me al, the money and you won't get hurt!!
Give you all the money?!? What are you ... NUTS?!? Get out of here, you creep!!
Joan!! Take it easy!! You're over-reacting!!
It must be my nerves! My Doctor says it's from too much caffeine!!
Why not try Sinka Coffee??
But I like REAL coffee!!
Sinka IS real coffee! All we do is take out the caffeine .. and the flavor!!
THREE WEEKS LATER...
Feeling better...?
I'm feeling WONDERFUL!! Thanks to Sinka Coffee, I'm just so RELAXED these days!
This is a hold-up, lady! Gi'me all the money...!
Oh, certainly! How do you want it? In small bills? Will you take checks? Do you have time for a cup of coffee...?

We're back now and the team from "Love Boat" is playing for $10,000! Rhoda is off-stage... and Mike will go first! You have 15 seconds to answer these five questions which we asked of 100 people! Or do you have 5 seconds to answer these 100 questions we asked of 15 people??
Oh, it really doesn't matter! Just remember the one cardinal rule of the show Scream .. holler ...and jump up and down a lot!!
Okay . something you do in the morning?
Make love!
Something you do at night?
Make love!
Something a housewife might ask her carpenter to make?
Make love!
Something you do instead of making war...?
Make love!!
And finally . . something people do at an Office Christmas Party...?
Make love!
FORGIVE US, WALTER
Mike, it's amazing how your mind goes off in so many directions!!
Now, you've got 187 points so far! If Rhoda comes out and gets an additional 13 points, you'll have 200 points and your charity will get $10,000... minus a few production costs, some technical fees and a certain amount of overhead!
Let me put it this way, they could, end up owing us very little money!
MIKE
Okay, bring Rhoda out of the sound proof booth, now Rhoda, we asked Mike five questions, and...
Make love! Make love! Make love! Make love! Make love!
Y'know, I really think we should spring for a few bucks, and buy ourselves a new sound-proof booth!
Well, folks! This is what your charity has won...
Wow! They won $1,135!
Well, not exactly! They won this Cue Card! This card has been seen on network TV so it should be worth er, dollars!!
$1135.00
That's not fair!
Hold it! We need more than this for making fools of ourselves!
Let's do one of our real slander pieces on this show!!
Hey, how come WE didn't get a free case of Dent-Teeth Chewing Gum...?
You're all TOTAL !DIOTS!! I wish that we were a REAL family so I could dis-own you!
How come you're so good at home and so stupid here!!
Well, so much for this edition of "Family Fools"! Too bad the show's over, because this is where the REAL feuding begins! The GREED that shows up when people try to divide $10,000 has split up more of our families than "The Newly Wed Game"!
So if you think you've got a "real together" family, give it the supreme test! Try playing "Family Fools"! Good-night ...!



Nothing to see here!

Please skip ahead.



WHAT KIND OF OBSCENITY MAKES PARENTS HATE SENDING THEIR KIDS TO THE MOVIES?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The Movie Business is changing all the time, and some aspects of it have become rather offensive lately. But there is one particularly objectionable item that has parents really aroused. To see what it is... fold in page as shown at the right.

FOLD PAGE OVER LIKE THIS!

A▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

LATELY, MANY ANGRY PARENTS HAVE BECOME SICK AND TIRED OF THE MOVIE INDUSTRY. THEY FEEL THAT IT'S A RACKET PRIMARILY DEVOTED TO TURNING THEATERS INTO "PORN" PALACES

A▶ ◀B

WHAT KIND OF OBSCENITY MAKES PARENTS HATE SENDING THEIR KIDS TO THE MOVIES?

FOLD PAGE OVER LIKE THIS!

A ◀B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

TICKET PRICES
A◀B

ARTIST & WRITER: SERGIO ARAGONES